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PLAYMETER Magazine

APRIL

VOLUME 24, No. 5 • 1998

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News BULLETIN

SUPREME COURT RULING ADDRESSES PARALLEL IMPORTS

A recent U. S. Supreme Court ruling in the case of Quality King Distributors vs. L'Anza Research International involving the parallel importation of hair care products may have cleared the way for legal importation of parallel video games. L'Anza sold the products overseas at a lower price than domestically. They were re-imported and sold again in the United States by a distributor from Malta.

"Once the copyright owner places a copyrighted item in the stream of commerce by selling it, he has exhausted his exclusive statutory right to control its distribution," Justice John Paul Stevens wrote for the high court in a unanimous decision. However, some legal experts say the ruling may not directly address a core issue when considering intellectual property such as video games and the right to publicly perform that product.

"I think there's more in terms of spirit or intent in the ruling," said Brad Brown of Worldwide Video Entertainment, who settled a trademark dispute last year with Sega Enterprises over the artwork sold with a parallel import. "There may be lingering issues such as public performance, but I believe the spirit of the decision is pro-free trade."

AMOA's point man on the parallel issue, Bill Beckham of Red Baron Amusement, said he hoped the decision would prompt manufacturers to compete in the marketplace in lieu of filing legal action against parallel imports. However, Beckham added that AMOA's legal counsel wanted to examine the opinion more thoroughly before rendering an opinion.

MIDWAY GAMES BUYS RIGHTS

WMS Industries and Midway Games, 86.7 percent of which is owned by WMS, has purchased distribution rights for all future releases of its personal computer games in North America and Japan from GT Interactive Software. Midway granted these distribution rights to GT Interactive in 1995 when the company was focusing on its role in the console game market. In the last year, GT expressed an interest in publishing games for a coin-op or out-of-home PC platform.

AMOA BOARD RETHINKS OJBECTIVES

In a soul-searching mid-year board meeting that produced little in the way of controversial proposals, AMOA directors approved a number of measures aimed at increasing membership and trade show attendees but left without a final draft of the mission statement that took up much of the directors' time. The last two mid-year board meetings have produced proposals for restructuring first the association trade show and then the board itself.

This year's meeting generated proposals that directors hope will bolster operator participation including a $25 return to each state association if its members also join AMOA and a continuation of affordable non-member trade show registration fees. However, at the close of the four-day meeting members of the board were still working on final wording of a mission statement that will help define the board's direction in the future. "There's nothing radical in change being proposed," said AMOA executive director Jim Weir. "It just comes down to wordsmithing."

Another concern of board members was the need to encourage more volunteer work on the part of board members, although Weir said that was prompted as much by last year's decision not to downsize the board as it was by budgetary concerns. "It's not being done in any crisis mode," he said. "We heard from board members that they wanted to get involved. But there's no question we are driving the budget real hard as well. We need to continually refocus our resources meaning both our money and our talents."

AMOA first vice president and incoming president Jim Stansfield said he would like to hold next year's mid-year board meeting in Las Vegas just prior to the ASI show. Past president Russ Mawdsley suggested the idea, Stansfield said. (For more on the meeting, see full coverage on page 170.)

TOBACCO VENDING CALL TO ACTION

In a fax to all AMOA members, association tobacco committee chairmen Terry Davis and Mark Levine urged operators late last month to contact members of the Senate and House Commerce committees in an effort to include a buy-out of vendors' cigarette machines in any pending tobacco legislation. "They need to support the ban on cigarette vending machines and also support compensation for the industry," they wrote. "Do not be lulled into accepting the FDA position of allowing us in adult-only locations." For more information, contact AMOA, (800)937-2662. (For more on the issue, see coverage of the AMOA board of directors' meeting inside.)

PREMIER DATA DEVELOPS WINDOWS INTERFACE FOR ROCK-OLA

Premier Data Corp. and Rock-Ola Corp. recently debuted a Windows-based software interface for the latter's Automatic Telecommunications Systems. This advancement provides a graphical interface for Rock-Ola's line of jukeboxes and allows operators to monitor their route using a Windows-based computer. "ATS revolutionized the industry and the Premier Data software brings this revolution to the operator's desktop," said Rock-Ola president Glenn Streeter."

Software functions include automatic audit and popularity reports, as well as notice of jukebox errors, and operators can make program changes and troubleshoot each machine from their office. The software will be available on June 1 for $395, plus a $20 per month service fee that covers all technical support calls and future updates. For more information, call (800)720-3282.

SHAFFER TO PURCHASE J & J

Shaffer Distributing Co. of Columbus, Ohio, has agreed to purchase J & J Distributors Inc. of Indianapolis, Ind., a move that will facilitate the expansion of Shaffer's Midwest operations into Indiana, Missouri, and southern Illinois, announced Steve Shaffer, president and CEO of Shaffer. Kelly Flynn, president of J & J and son of the late Joseph Flynn, J & J's founder, will be retained as a consultant. Pat Harper, J & J's vice president and general manager, will assume similar duties with Shaffer. Shaffer was established in 1929; J & J was founded in 1959.

Seated: Kelly Flynn (l) and Steve Shaffer sign the agreement for Shaffer Distributing to purchase J & J Distributors; standing, (l-r): Andy Shaffer, Scott Shaffer, Bill Kraft, and Paul Westbrock.

ROWE LAUNCHES CENTURY SERIES

Rowe International has introduced a new line of compact changers, the Century Series, to complement its industry standard BC line, answer specific requirements of smaller locations, and provide value for the price. The changers feature state-of-the-art electronics with non-contact coin sensors, and supports bill acceptors by Mars, Coinco, or CashCode. Models C-6, C-8, and C-10 take coin acceptors from Mars, Microcoin, Imonex, or Coin Controls for installation in the factory or the field—a major benefit for the new $1 coin.

Rowe recently debuted its Sterling Series of changers in the United Kingdom and will offer its entire change product line, including the Century Series, in selected international markets later this year. For more information, call (616)243-3633, fax (616)243-9414, or visit Rowe's Web site (http://www.roweami.com).

FULL ASI COVERAGE IN MAY

When this issue of Play Meter hit the mail, industry members were gathering for the only spring coin-op game trade event, the Amusement Showcase International. Complete coverage of the products and people, special activities and awards will appear in a 30-page section next month. Also, check our Web site (http://www.playmeter.com) for the latest information on ASI and all industry happenings.

EMT APPOINTS ASTRO

EMT America has appointed Astro Distributing as its exclusive national distributor of EMT licensed kiddie rides including the new *Alvin Car* featuring Alvin from Alvin and The Chipmunks and the Muppet Babies line that features rides that include the popular characters Baby Kermit and Baby Fozzie. In addition, Astro will distribute the complete line of EMT products throughout North America: other kiddie rides, children's adventure furniture, and park equipment. To contact Astro, call (800)797-7066 or (309)786-7066, fax (309)786-7067, e-mail (astroman@aol.com).

NEWS BRIEFS

☛ Anthony J. Yula Jr., executive vice president, and P.J. Mastracchio, sales, have left Mondial Distributing to pursue other interests, according to company president Richard Sarkisian. New management includes Bruce Sarkisian, vice president, who will oversee day-to-day operations. Jack Guarnieri continues as the general manager of the Springfield, N.J., office.

☛ Music-Vend will host two post-ASI open houses this month: April 7—Seattle, Wash., 4 p.m.-8 p.m.; April 14—Portland, Ore., 4 p.m.-8 p.m.

☛ Sixteen-year industry veteran Brian Duke will coordinate sales efforts for Stricor Inc.'s Extreme Voodoo Simulator motion system. The newest title for the system, *Extreme PowerBoat Racing*, was introduced at ASI last month. Duke sees a niche for motion systems to satisfy both player interest in entertainment they can't experience at home and arcade operator needs for a reasonably priced showpiece that brings in new players and keeps them coming back. Stricor has exclusive rights to games from InterPlay's software library which can be adapted to coin-op play. For more details, call or fax Duke, (209)836-0387, or call (800)581-GAME.

☛ The first *Golden Tee '98* Tournament, sponsored by Incredible Technologies Inc., will take place April 3-19. This is the first nine-hole tournament on new courses. Over $90,000 will be awarded in cash and prizes. For more information, call (847)870-7027, or check the IT Web site (http://www.itsgames.com).

☛ Operators in South Carolina are fighting for their political life in the state Senate. Working at the governor's behest, senators were considering a bill that would do away with video gaming. At press time no action had been taken on the measure. A similar bill already passed the state House of Representatives. Look for more on this in future issues of *Play Meter*.

☛ Don Wenzinger, formerly national sales manager and entertainment products manager, has been named vice president of domestic entertainment sales at motion simulator supplier Doron Precision Systems.

☛ Hugo Naumann recently announced the appointment of a new distributor outlet in Mexico: Eliud Villaneuva Escobebo, 1011 Local, 5 Centro Monterrey, Mexico, 0115283444895; fax 0115283690068.

☛ Psygnosis, the consumer software development firm, which has also licensed several of its games for the out-of-home entertainment market, has agreed to distribute its games directly to consumers using Wave Systems Corp.'s proprietary electronic commerce technology. The first offering, Lemmings, is now available for purchase on the Internet (http://www.great-stuff.com). ▲

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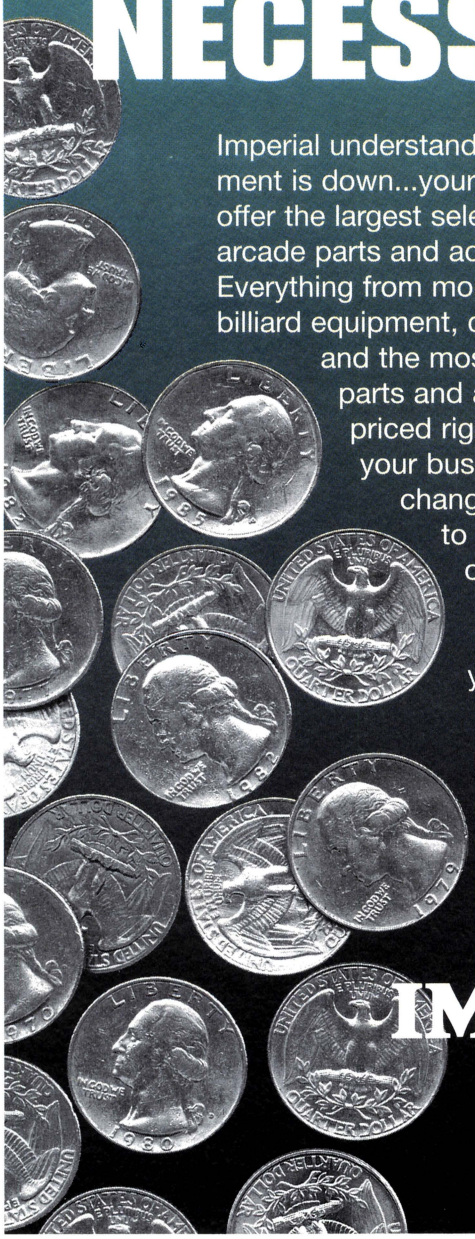

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Editorial Offices
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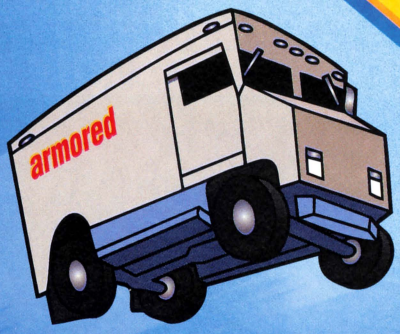

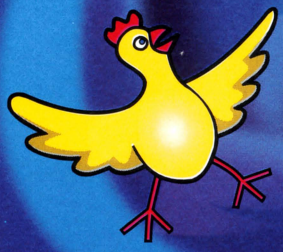

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Make a wish: to know about all kiddie rides, cranes, novelties, photo booths, coin pushers, sports and children's games, laser tag, VR, motion simulators, alley bowlers, roll downs, coin drops, bulk and prize vendors, and specialty machines. Wish granted!

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COVER

Lazer-Tron is on its own again, dedicated to creating a whole new exciting history. On the cover, (standing, l-r): Ron Carrara (vice president of sales), Darlene Miller (controller), Norm Petermeier (president), and Bryan Kelly (vice president of engineering); (kneeling): Matt Kelly (vice president of marketing) and Victoria Krenz (vice president of operations) with the new VRS kit redemption system and the countertop version of *Prize Zone.*

Cover by Carlos Goulart.

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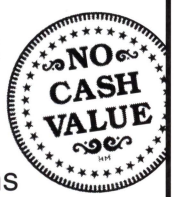

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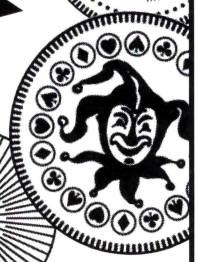

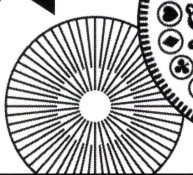

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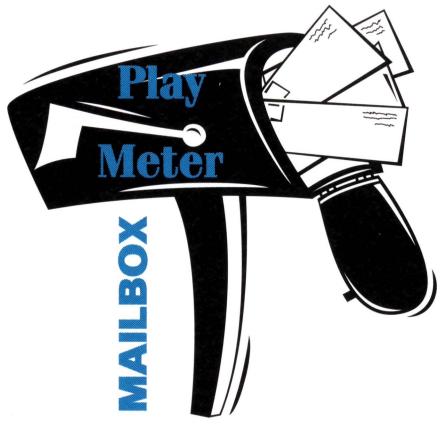

Disappointed in show

What if they gave a show and no one came? Well, it is just what happened at the Leisure Expo in Ft. Lauderdale, Fla., where our company was one of 400 "lucky" firms to contract for exhibit space. It was our first and last show with this organization. In their advance press, the show's promoter said that they were "trying" Ft. Lauderdale this year instead of Orlando where the show has been held for the past few years.

After setting up our booth the day before the start of the show, we noticed a sign saying "See you next year in Orlando!" We later learned that the only reason we were in Ft. Lauderdale this time is that show management neglected to sign up in time for Orlando and had been forced to have this show somewhere else—Ft. Lauderdale as it turned out.

The next day the show opened to mostly empty aisles. We had 11 people visit our booth all day. All of the other exhibitors fared about the same. The second day of the show, after three hours and two attendees passing by, a few disgruntled exhibitors and I visited with show management. They told us, don't worry...be happy, that people would be here soon.

The second day a total of 15 people stopped by our booth. By this time the exhibitors (who had nothing else to do but walk the aisles and visit each other) were close to a revolution. Many had free food sample that they couldn't even give away for lack of attendance. The third day came and went very quickly as many of the booths were disassembled by exhibitors after only two hours into the show. We asked Al Barry for a refund and he said that the owners could not do that. We asked for the names of the owners. He explained that the owners are a group of investors and nameless, but that he would give a free ad in next year's show guide.

We told him that we would not be seeing him in Orlando or anywhere else. It would certainly appear that show management spent all their time and funds to attract exhibitors but forgot about the 8,000 buyers that they said would show up. By Barry's own admission less than 1,000 attendees made it to the show.

Walter S. Goff
Director of sales
G-Tel Enterprises
Houston, TX

Editors note: Al Barry of Leisure Expo responded to this letter saying it was not accurate. He cited attendance at AMOA and Fun Expo as being down, apparently to justify the light attendance at Leisure Expo. He claimed that some exhibitors said they had a good show. We talked to another exhibitor who agreed with Mr. Goff's assessment of the show. Will there be another Leisure Expo? We'll keep you posted in our Calendar of Events.

Tobacco from another viewpoint

I just received another letter from AMOA and am confused. I grew up around the medical field and spent many Sundays at the hospital after Church while my father made his rounds. When you witness people dying from cancer you know not to smoke.

I started vending after college in 1971. I eventually moved on to Game Auctions and payphones in the '80s. I've exhibited and attended many AMOA trade shows. I thought AMOA represented the music and games industry. The product vending industry has its own organization. So why do I keep receiving letters and faxes from AMOA to write my congressman to not ban cigarette machines? A sample letter states that banning cigarette vending machines would cause the loss of over 10,000 jobs and 2,000 businesses would go out of business. It smells like smoke to me with the tobacco industry behind the movement with their dollars.

You cannot name one benefit from the use of cigarettes except that they will shorten your life. My hat is off to the tobacco industry for hooking 20 percent of the population on a product with chemicals and telling them how wonderful it is for them. Once again let's hear it for the almighty dollar. There is only one person who cares about your health and you'll find him in the mirror. It says in the Bible that the body is a temple. Shame on you AMOA.

Ric Stephan
Pay Phone Industries
Bloomington, IN

Editor's note: I agree with you that

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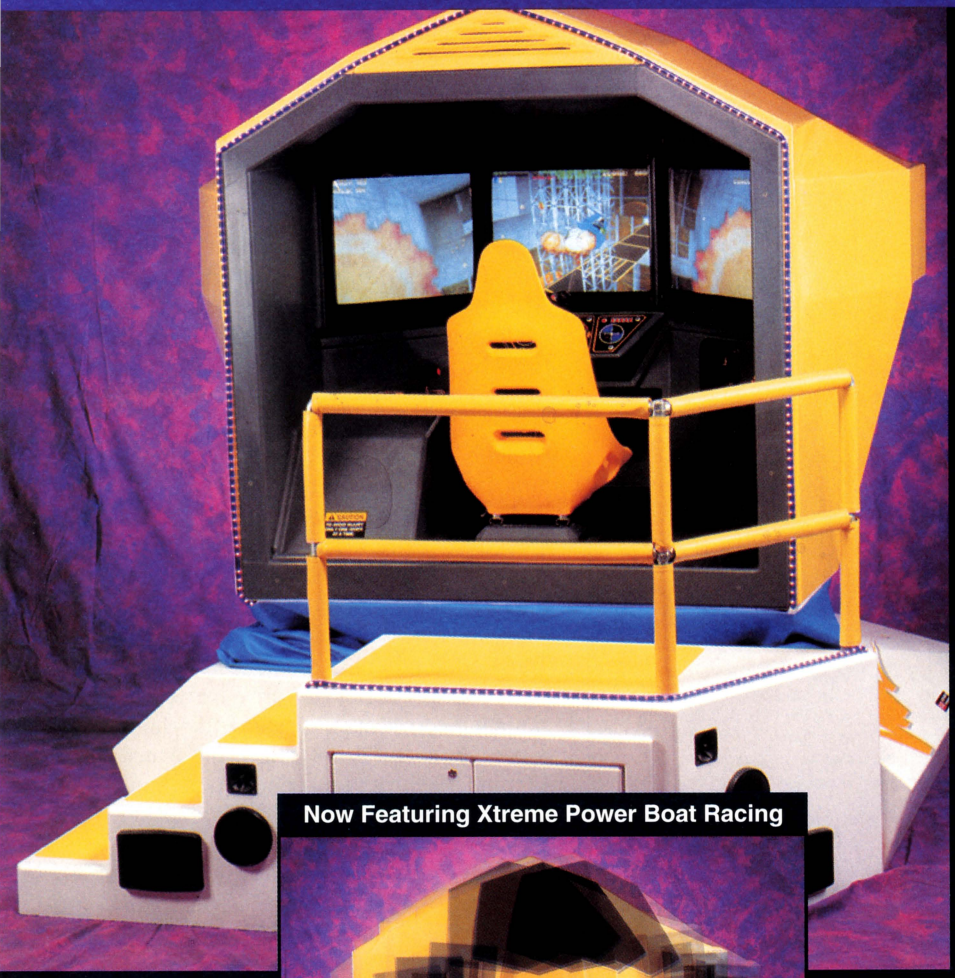

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smoking is a habit that no one should even start. However, the issue here is government intervention and trying to dictate what a person can and cannot do. I see people whose parents have died from lung cancer still puffing away. I think it's appalling, but it's their choice no matter how bad it is. People will buy cigarettes no matter what the venue, whether it be convenience stores or vending machines. What AMOA is trying to say is that it's not fair to ban one method of selling cigarettes while condoning another. It's no better to buy a pack from a convenience store than to buy it from a vending machine.

TouchTunes to operators

It's funny how things work out. We have sent out thousands of letters, taken a fairly large booth at the major coin-op trade shows, and run some pretty creative ads in the industry publications. Hundreds of operators have responded (many more than we anticipated), and when they look at the details of the TouchTunes plan they become excited at the opportunity. But some operators who have not responded apparently have a nagging concern that holds them back. It was our presence at the recent Nightclub & Bar Expo that brought this to our attention.

A few operators attended that show. Some had badges that did not identify them as operators (some ops also own a tavern or two). When they approached the TouchTunes representative in our booth they were told that they should pass the literature along to their current jukebox operator and ask him to call us for the details.

We would not talk "numbers" with the location owners. We informed them that our display at the show was merely to make them aware of our technology, our sound, and our music so that they would ask their operator to explore the possibility of placing a TouchTunes Digital Jukebox in their location. Even though operators had already seen our ads and read our letters, it was this simple act that caused them to call us and begin the process of becoming a TouchTunes partner. We have told people all along that our marketing philosophy includes the operator. But I guess some operators didn't believe us until they saw us in action at the Nightclub & Bar Expo.

Most operators I have spoken with realize that we cannot run our business without them. Operators have the key contacts and relationships; it is the operator who is running the dart and pool leagues that help tavern traffic on traditionally slow nights. And if you look closely at the numbers you'll see that the operator is absolutely secure. Without an operator TouchTunes could probably gross a few extra dollars per week per location. But what would we have to do for those dollars? Visit the location to make collections; be on call in every city with a TouchTune jukebox to handle road service (even a reliable hard drive may occasionally need swapping); study the clientele and the mode of music for every location; deal with thousands upon thousands of location owners. I don't think so! We've done the calculations; it isn't economical for us. The reason it works for you is because you already have the relationships and you are already going there weekly (or bi-weekly) to collect and service several machines.

Every time your collector stops at a location it costs your company at least $30. If you don't think so, add the annual cost of labor, employee benefits, your vehicle, and the insurance on the vehicle, then divide that amount of money by the number of stops that routeman can make a

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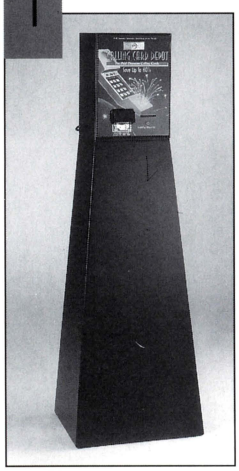

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year. If all you had was the jukebox it would be tough to justify this cost. But if you have darts, pool, and the jukebox (plus perhaps a flipper game or countertop) then your cost of collecting an individual machine goes way down. TouchTunes can't afford to replace you even if that was our wish! And we've even put this commitment in our written Operator/Partner agreement.

The reason I'm writing this letter is because the operator who decided to call me after attending the Nightclub & Bar Expo told me that he believes there are a great many other operators who are in a position similar to his. They have a strong desire to find a new, more profitable way to run their music route. They realize that technology is changing fast and they would rather be on top of the wave than underneath it. They are tired of repairing laser players and buying CDs for $12 or more each when they know that only one or two tracks will ever be played. But they are concerned about their place in the future of the music business. If only every operator could have stopped by our booth posing as a tavern owner this would no longer be a concern. Perhaps looking over the above numbers will serve the same purpose.

No matter how much time and effort you put into telling your company's story (i.e. marketing), sometimes the best ideas come from people outside of your company. I want to thank the operator who called me to let me know what his concern had been and how we resolved it for him. It's funny how some things work out. If you'd like to have more information, I hope that you'll call our headquarters in Buffalo Grove, Ill. That number is (888)338-JUKE (5853).

John Margold
Vice president,
sales and marketing
TouchTunes
Buffalo Grove, IL

Comments on AMOA

I thought you might be interested in how one exhibitor responded to the survey sent out by Bill Beckham of Red Baron concerning AMOA. The question was: "In the future, I will probably attend the AMOA Expo?" Here 's my answer:

The trade show dollars which we dedicated in the past to AMOA will shrink dramatically. We will take less booth space, bring fewer people, and less product. After Nashville, Tenn., in 1998, we may decide to treat AMOA as a tabletop show or eliminate it altogether. (Hopefully, being the first fall show in 1998 will help.)

We will be reducing our advertising/marketing plan for AMOA and that too may be eliminated. We plan to exhibit at AMOA at least through Nashville, but in a lesser capacity than our norm. Our decision on future shows will hinge on the outcome of the Nashville show.

AMOA is not "exhibitor friendly." The past show in Atlanta was a further example of show management not taking care of their customers—the exhibitors. If we, the exhibitors, treated our customers the way that AMOA trade show management treats the exhibitors we would all be out of business, and not just the AMOA trade show.

As we all know, we would reluctantly put up with less than accommodating show management if the show brought us new business via good traffic and qualified buyers. But without them what's the point?

A disgruntled exhibitor

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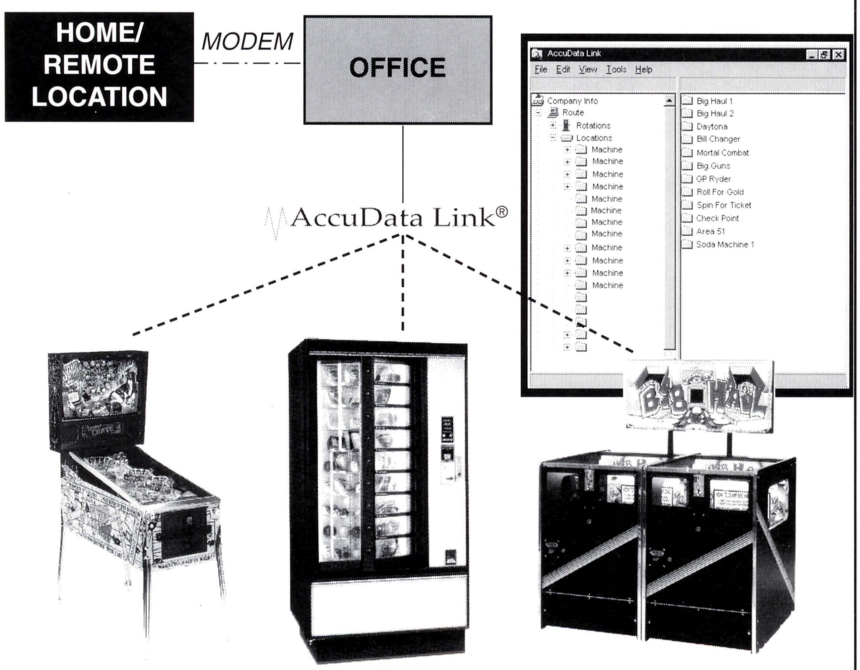

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FROM THE **EDITOR**

Co-workers extend way beyond your office

I was thinking about a special group of people. No, not a large group like manufacturers or distributors. This is a small group that consists of just nine people. It's Bonnie, Steve, Mary, Jane, Ron, Renee, Carol Lea, Carol, and Carol Ann. Names sound familiar? Look on our staff page and you'll see all of those names because they're the folks who work at *Play Meter.*

Why would I call them a special group? The reasons should be obvious—I spend more time with them than I do my own family. We share triumphs and tragedies, sadness and utter joy. We watch our kids grow up, get married, have kids of their own, and I guess we'll even see a few great grandchildren somewhere down the line.

Valerie Cognevich Editor

We don't always agree but then again, I don't always agree with the man I married. But that relationship is secure enough to survive the rough spots along the way. I feel the same way about those I work with. Bonnie has been a blessing when emergencies pop up. I can be away from the office and when I come back all is well thanks to her. I say thank you but it never seems adequate. And that's not even to mention the banana bread she makes because she knows we like it. In fact, she brought sugar-free muffins for the Sugar Busters folks. And there's never been a more sympathetic ear when it comes to teenage son problems!

Steve is our youngest team member, who must feel he's spending his days with way too many overprotective mothers! We've lived through his first painful breakup, a touching reunion with an old flame, their joyous wedding, and their recent home purchase. There's even talk of ....a dog! The boy has settled down. We're hoping that our children horror stories (dying hair, wrecked cars, etc.) don't have a negative influence on his decision to have them!

Mary, Carol Lea, Renee, and I are all on Sugar Busters. Jane has threatened to ban all Sugar Busters talk, but so far has been patient, graciously refusing all invitations to try a Sugar Busters oatmeal cookie. Jane and Mary are the creative arm of our group, and naturally do not always welcome our "creative" suggestions. And darn, if they aren't usually right! Carol Lea knows computers and without her, I guess we'd be writing our stories on a legal pad by hand.

Ron drives me absolutely nuts. But right now I'm looking at my soft Dilbert stuffed toy that I saw on his desk, told him how much I loved Dilbert, and he gave it to me. When I look at it, I think of how he can be as thoughtful as he can be aggravating. Believe me, he would say the same thing about me! This morning he helped me get the window up on my car (last week it was the door lock). Who could ask for more?

Renee is our office manager, administrative assistant, and resident mother. She always tells us to be careful when we leave and, you know what, if she doesn't I feel funny. She knows how to operate the postage machine, fusses at us when we don't have our expense reports after a show, and generally keeps track of us all. I think we miss her the most when she has the nerve to actually take a vacation!

Carol took over the magazine when her husband died in a car accident. All I can say is that we've been through a lot, good and bad. After all is said and done, I would do anything for her and I think she feels the same about me. Her daughter Carol Ann is raising a family (she just had a baby in November, and brings Jessica to the office with her). We dote on Carol Ann as well as her two daughters.

Why is this relevant? You all have co-workers. Think about them and you'll probably realize how much they mean to you. The atmosphere in any business is conducive to either success or failure in part because of the people who work there. I've seen instances where someone's ability was overshadowed by their attitude and it worked. Things are not always going to be fair; it's like life in general. It's how we handle it that counts.

When there's tension and bickering in a working environment, it affects the business. It goes much farther than a single business; I'm talking an entire industry. Everyone who makes up the coin machine industry is a co-worker. There have been fractures within the industry, groups have banded together to protest an issue, and at times the industry has been presented in an unfavorable light to the outside world. Just like in your office you don't like everyone all the time, circumstances are not always what you'd like, you could scream when that one certain person always takes credit for everything positive but shirks any responsibility when they're not so positive, and you want to punch someone for constantly pointing out the mistakes of others. It's no different throughout our industry.

If we'd all realize that the positive aspects of our industry far outweigh the negative, and dwell a little more on them, I think we could all work together pretty well. Can I take credit for that? ▲

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JUKEBOXES

"The Operators' Choice"

PLAY METER

Equipment Poll

VIDEO KITS

	GAME	POINT VALUE	LONG. POINTS	% OF RESP.
1.	NFL Blitz *(Midway)*	8.88	229	46.45
2.	Golden Tee '97 *(Incred. Tech.)*	8.19	456	48.39
3.	Point Blank *(Namco)*	7.92	715	8.39
4.	Tekken 3 *(Namco)*	7.90	581	52.26
5.	Marvel vs. Capcom *(Capcom)--tie*	7.72	41	18.71
5.	Golden Tee 3D Golf *(Incred. Tech.)--tie*	7.72	1276	45.81
6.	Area 51 *(Atari)*	7.51	1396	67.74
7.	Police Trainer *(P&P)*	7.33	448	56.13
8.	Tournament Solitaire *(Dynamo)*	7.18	671	10.97
9.	Strikers 1945 Part 2 *(Worldwide)*	6.93	77	9.68
10.	Marvel Heroes vs SF *(Capcom)*	6.69	188	33.55
11.	Aero Fighters 3 *(SNK)*	6.68	76	12.26
12.	Die Hard Arcade *(Sega)*	6.62	430	35.48
13.	World Class Bowling *(Incred. Tech.)*	6.56	344	27.74
14.	Egg Venture *(ICE)*	6.46	10	15.48
15.	Metal Slug *(SNK)*	6.41	418	29.68
16.	Tekken 2 *(Namco)*	6.39	1037	42.58
17.	Three *(Capcom)--tie*	6.36	89	14.19
17.	Lethal Enforcers *(Konami)--tie*	6.36	1618	51.61
18.	Super Puzzle Fighter II *(Capcom)*	6.25	54	5.16
19.	Beastorizer *(Namco)*	6.23	✷	8.39
20.	19XX *(Capcom)*	6.18	95	7.10
21.	Raiden II *(Fabtek)*	6.15	785	25.16
22.	X-Men vs. Street Fighter *(Capcom)*	6.07	333	39.35
23.	Bust-A-Move Again *(Taito)*	6.05	548	12.26
24.	Bust-A-Move *(SNK)*	6.03	483	41.29
25.	Marvel Super Heroes *(Capcom)*	5.98	382	29.03
26.	Raiden DX *(Fabtek)*	5.97	346	18.71
27.	Raiden Fighters *(Fabtek)*	5.96	107	14.84
28.	Gem Fighter *(Capcom)*	5.86	✷	4.52

VIDEO DEDICATED

	GAME	POINT VALUE	LONG. POINTS	% OF RESP.
1.	House of the Dead *(Sega)*	8.63	516	24.52
2.	Tourn. 3D Golf *(Incred. Tech.)*	8.41	635	29.68
3.	Total Vice *(Konami)*	8.33	51	3.87
4.	Gun Blade NY *(Sega)*	7.88	820	10.32
5.	Maximum Force *(Atari)*	7.60	491	46.45
6.	Time Crisis *(Namco)*	7.33	979	17.42
7.	Solitaire Challenge *(Dynamo)*	6.83	1473	19.35
8.	Virtual On *(Sega)*	6.47	151	10.97
9.	Virtua Cop 2 *(Sega)*	6.42	900	15.48
10.	Rampage World Tour *(Midway)*	6.27	80	21.29
11.	Mortal Kombat 4 *(Midway)*	6.19	168	34.19
12.	Virtua Fighter 3 *(Sega)*	5.85	154	8.39
13.	Virtua Fighter 2 *(Sega)*	5.68	930	16.13
14.	Run and Gun 2 *(Konami)*	5.13	72	14.84
15.	Killer Instinct 2 *(Midway)*	5.05	305	41.29

VIDEO SIMULATORS

1.	Top Skater *(Sega)*	9.37	477	17.42
2.	The Lost World: J. Park *(Sega)*	8.96	237	17.42
3.	San Francisco Rush: Rock *(Atari)*	8.65	230	29.68
4.	Cruis'n World *(Midway)*	8.62	866	54.19
5.	Alpine Racer 2 *(Namco)*	8.07	634	18.71
6.	Off Road Challenge *(Midway)*	7.98	308	29.68
7.	San Francisco Rush *(Atari)*	7.95	755	35.48
8.	Daytona USA *(Sega)*	7.75	2396	44.52
9.	Cruis'n USA *(Midway)*	7.63	2244	55.48
10.	Wave Runner *(Sega)*	7.58	564	12.26
11.	Daytona USA Limited *(Sega)*	7.20	335	9.68
12.	Aqua Jet *(Namco)*	7.18	435	7.10
13.	Cyber Cycles *(Namco)*	7.17	990	11.61
14.	Sega Super GT *(Sega)*	7.00	343	13.55
15.	Home Run Derby *(ICE)*	6.89	282	5.81
16.	Alpine Racer *(Namco)*	6.88	1285	15.48
17.	Manx TT *(Sega)--tie*	6.67	607	15.48
17.	Tokyo Wars *(Namco)--tie*	6.67	332	9.68
18.	Suzuka 8 Hours 2 *(Namco)*	6.61	1553	14.84
19.	Motor Raid *(Sega)*	6.60	5	3.23
20.	Alpine Surfer *(Namco)*	6.57	499	4.52
21.	Sega Rally *(Sega)*	6.31	788	8.39
22.	Lucky & Wild *(Namco)*	6.25	1346	10.32
23.	Indy 500 Twin *(Sega)*	6.05	497	12.26
24.	Winding Heat *(Konami)*	6.00	193	5.16

What the numbers mean:

Point Value—An average of the ratings that operators give each game they circle (on a scale of 3-10) on their Equipment Poll ballots.

Longevity Points—Awarded after compiling a list of the top 60 videos and pinballs (combined) and compiling the top 60 redemption games (all categories combined). The #1 game gets 60 points, the #2 game gets 59 points, on down to the #60 game that gets 1 point. The higher the longevity points the better the "legs" of the game.

Percentage of Response—Amount of respondents who rated the games; another barometer of game success.

✷ New or reappearing games ✷✷Play Meter 1997 Reader Survey

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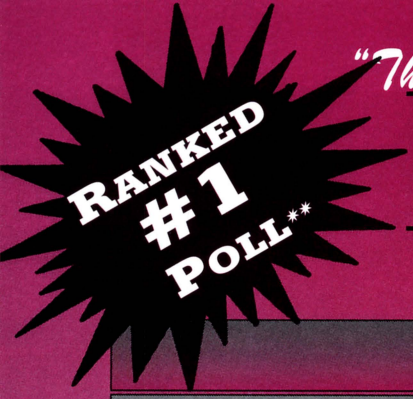

"The Operators' Choice"

PLAY METER

Equipment Poll

REDEMPTION

ALLEY BOWLERS

	GAME	POINT VALUE	LONG. POINTS	% OF RESP.
1.	Basket Fever *(Bay Tek)*	8.83	335	3.87
2.	ICE Ball *(ICE)--tie*	8.00	757	7.10
2.	Pro Striker *(Design Plus)--tie*	8.00	139	3.87
3.	Skee-Ball Too! *(Skee-Ball)*	7.30	507	6.45
4.	Skee-Ball *(Skee-Ball)*	6.77	770	22.58

SPORTS GAMES

	GAME	POINT VALUE	LONG. POINTS	% OF RESP.
1.	Super Shot *(Skee-Ball)*	8.00	812	4.52
2.	Hoop It Up *(Atari)*	7.34	1020	20.65
3.	Hoop Shot *(ICE)*	6.89	287	5.81
4.	Full Court Fever *(ICE)*	6.75	745	7.74
5.	Full Court Frenzy *(ICE)*	6.60	451	19.35
6.	Shoot to Win *(Smart)*	6.38	633	15.48
7.	Rage 'N Cage *(Skee-Ball)*	6.11	304	5.81
8.	Around the World *(UETD)*	6.00	181	3.23
9.	UB-QB Football *(Skee-Ball)*	5.62	127	16.77
10.	Slugfest *(Williams)*	5.59	7	18.71

SINGLE CRANES

	GAME	POINT VALUE	LONG. POINTS	% OF RESP.
1.	Rainbow *(Rainbow)*	8.64	1090	7.10
2.	Sports Arena *(Sammy USA)*	8.55	56	7.10
3.	Clean Sweep *(Smart)*	7.58	1050	27.74
4.	Candy Man *(Fun Merchants)*	7.57	239	4.52
5.	Classic Watch Crane *(Smart)*	7.56	817	5.81
6.	Big Choice *(Fun Merchants)*	6.84	743	16.13
7.	Jumbo Crane *(Grayhound)*	6.53	694	9.68
8.	Candy Crane *(Smart)*	6.38	489	33.55
9.	Action Claw *(Fun Merchants)*	6.20	634	3.23
10.	Skill Crane *(Grayhound)*	6.15	392	12.90
11.	Hollywood Crane *(Maxwell)*	6.13	128	9.68

CHILD-SIZE GAMES

	GAME	POINT VALUE	LONG. POINTS	% OF RESP.
1.	Smart Toss Em *(Smart)*	8.86	706	4.52
2.	Mini Dunx *(ICE)*	8.20	230	6.45
3.	Shoot To Win! Jr. *(Smart)*	7.70	746	6.45
4.	Bozo Grand Prize *(ICE)*	6.80	18	3.23
5.	The Flintstones *(ICE)*	6.71	161	4.52
6.	Awesome Toss 'Em *(Lazer-Tron)--tie*	6.33	126	5.81
6.	Bozo Basketball *(Design Plus)--tie*	6.33	98	3.87
7.	Hightops *(Skee-Ball)*	6.14	135	4.52
8.	Feed Big Bertha *(Smart)--tie*	6.00	309	11.61
8.	Skee-Toss B.C. *(Skee-Ball)--tie*	6.00	12	8.39
9.	Jr. All American *(UETD)*	5.60	55	3.23
10.	Barnyard Babies *(Skee-Ball)*	5.50	37	3.87

ROLL DOWNS

	GAME	POINT VALUE	LONG. POINTS	% OF RESP.
1.	Rock N Roll *(Bay Tek)*	7.13	81	5.16
2.	Jungle Rama *(Lazer-Tron)*	7.00	334	4.52
3.	Spin To Win *(Lazer-Tron)*	6.86	888	18.71
4.	Clown Roll Down *(Bay Tek)*	6.27	185	9.68

NOVELTY

	GAME	POINT VALUE	LONG. POINTS	% OF RESP.
1.	Cyclone *(ICE)*	9.26	1640	36.77
2.	Colorama *(Bromley)*	8.50	1226	5.16
3.	Cyclone Jr. *(ICE)*	8.40	903	3.23
4.	Surfin' Safari *(5 Star)*	8.29	433	4.52
5.	Round 'n Round *(Astro)*	8.22	895	5.81
6.	Pirate's Revenge *(5 Star)*	8.00	255	3.87
7.	Dinoscore *(Planet Earth)*	7.94	1380	20.65
8.	Treasure Falls *(Planet Earth)*	7.92	908	7.74
9.	Twister *(Lazer-Tron)*	7.64	40	7.10
10.	Flip N Win *(Planet Earth)*	7.56	444	5.81
11.	Solar Spin *(Lazer-Tron)--tie*	7.50	545	6.45
11.	Super Solar Spin *(Lazer-Tron)--tie*	7.50	34	3.87
12.	Prize Zone *(Lazer-Tron)*	7.32	310	12.26
13.	Steer Crazy *(Fun Industries)*	7.20	157	3.23
14.	Simple Simon *(Sammy USA)*	7.13	121	5.16
15.	Dump the Ump *(ICE)*	6.25	120	5.16
16.	Killer T-Rex *(Smart)*	6.20	194	3.23
17.	Buddy Bear *(Smart)*	5.83	192	3.87
18.	Hop-A-Tic-Tac-Toe *(Data East)*	5.64	46	18.06
19.	Pop-A-Ball *(Coastal)*	5.47	84	12.26
20.	Pop-A-Tac-Toe *(Coastal)*	5.33	46	3.87
21.	Cosmo Gang *(Data East)*	5.25	2	5.16

COIN DROP GAMES

	GAME	POINT VALUE	LONG. POINTS	% OF RESP.
1.	Big Haul *(Benchmark)*	8.51	921	22.58
2.	Smokin' Token *(Seidel)*	8.15	1358	21.94
3.	Goin' Rollin' *(Seidel)*	8.00	936	3.87
4.	Wheel 'M In *(Bromley)*	7.20	1258	16.13
5.	Addams Family Values *(Midway)*	6.75	314	5.16
6.	Aftershock *(Lazer-Tron)*	6.74	554	12.26
7.	Super Bank It II *(Lazer-Tron)*	6.71	236	4.52
8.	The Mask *(Data East)*	6.67	744	3.87
9.	Coin Circus *(Sammy USA)*	6.64	299	9.03
10.	Screamin' Slopes *(Midway)*	6.50	279	3.87
11.	Home Run Hitter *(CCI)*	6.40	567	9.68
12.	Cut the Cheese *(Sega)*	6.38	631	5.16
13.	Pirate's Gold *(Lazer-Tron)*	6.29	236	4.52
14.	Rock-N-Bowl *(Bromley)*	6.14	489	18.06

GUN GAMES

	GAME	POINT VALUE	LONG. POINTS	% OF RESP.
1.	Water Game *(Bob's Space Racers)*	7.50	325	3.87
2.	Boom Ball *(Meltec)*	6.40	17	3.23
3.	Knock-Down *(Meltec)*	6.09	116	7.10
4.	Miner's Revenge *(Lazer-Tron)*	6.00	174	3.23
5.	Big Mouth *(Meltec)*	5.81	149	10.32

BOPPING/STOMPING GAMES

	GAME	POINT VALUE	LONG. POINTS	% OF RESP.
1.	Spider Stompin *(Island)*	7.57	1143	9.03
2.	Spider Splattin' *(Island)*	7.43	171	4.52
3.	Ribbit Racin *(Lazer-Tron)*	7.00	856	17.42
4.	Wacky Gator *(Data East)*	6.69	473	23.23
5.	Robo-Bop *(Coastal)*	6.50	89	3.87
6.	Cracky Crab *(Namco)*	6.31	203	8.39
7.	Whac-A-Mole *(Bob's Space Racers)*	5.91	170	7.10

***Play Meter 1997 Reader Survey*

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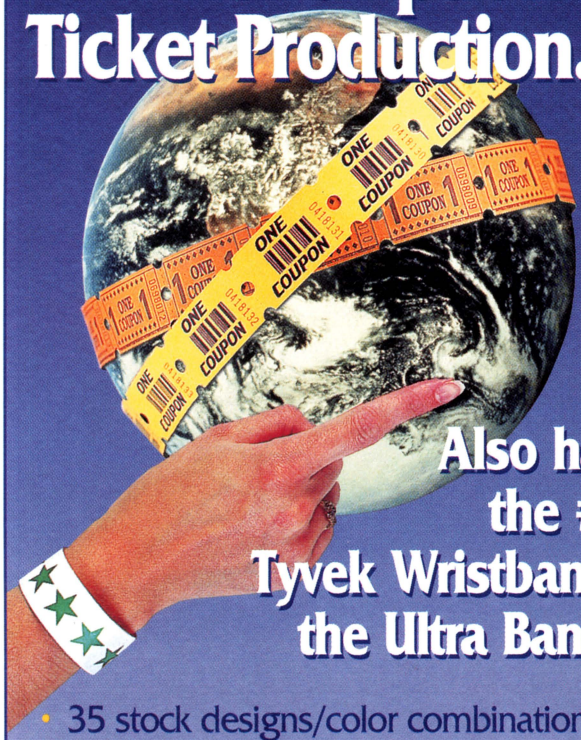

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Equipment Poll

PINBALLS

	GAME	POINT VALUE	LONG. POINTS	% OF RESP.
1.	Medieval Madness *(Williams)*	8.37	367	27.74
2.	Attack From Mars *(Bally)*	7.57	1103	31.61
3.	X-Files *(Sega)*	7.46	89	16.77
4.	No Good Golfers! *(Williams)*	7.42	33	7.74
5.	Theatre of Magic *(Bally)*	7.20	1338	38.71
6.	The Addams Family *(Bally)--tie*	7.05	3496	48.39
6.	Scared Stiff *(Bally)--tie*	7.05	690	27.10
7.	Arabian Nights *(Williams)*	6.77	522	19.35
8.	Star Wars Trilogy *(Sega)*	6.71	189	15.48
9.	Junk Yard *(Williams)*	6.61	286	20.00
10.	Pinball Magic *(Capcom)*	6.50	221	7.74
11.	Star Trek: TNG *(Williams)*	6.48	1727	33.55
12.	Independence Day *(Sega)*	6.39	290	11.61
13.	The Lost World *(Sega)*	6.38	99	15.48
14.	Starship Troopers *(Sega)*	6.33	*	5.81

CLASSIC VIDEOS

1.	Out Run *(Sega)*	6.12	52	32.90
2.	Ms. Pac-Man *(Bally/Midway)*	6.07	*	65.16
3.	Pole Position *(Atari)*	6.00	*	29.03
4.	Galaga *(Bally/Midway)*	5.64	*	51.61
5.	Raiden *(Fabtek)*	5.62	*	18.71
6.	Centipede *(Atari)*	5.29	*	40.65

COUNTERTOPS

1.	Megatouch XL *(Merit)*	8.59	623	34.84
2.	Megatouch 5 *(Merit)*	7.79	299	27.10
3.	Megatouch IV *(Merit)*	7.35	1112	31.61
4.	Megatouch Tournament *(Merit)*	7.06	718	10.32
5.	Touchmaster *(Williams)*	7.00	626	17.42
6.	Magical Touch 3 *(Micro)*	6.71	107	9.03
7.	Megatouch *(Merit)*	6.33	985	19.35

QUESTION OF THE MONTH

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UP FRONT

Las Vegas or BUST!

Pretty soon we can all move to Las Vegas. Almost every trade show will take place there so we might as well move lock, stock, and barrel to the sunny desert climes of Nevada. It will quickly become tiresome to keep going back to Vegas so frequently. Not so, you say? No one ever gets tired of Las Vegas. If they don't shy away from it now they will soon, from sheer overdose.

Don't get me wrong. I like Vegas as much as the next person, even though I never so much as put a quarter into a slot machine (scout's honor). Vegas is an intriguing city with more than gambling to its credit. It's just that I don't want to accumulate all my frequent flyer miles going to one destination! And when my husband, who does put quarters in machines, wants to travel to Vegas after a five-year absence I'll faint at the thought of going back.

Looking ahead on the calendar, 1999 will be an interesting year because ASI, Fun Expo, and AMOA will all be in Vegas. As I write this the dates are ASI—March 11-13 (Sands Expo Center), AMOA—Sept. 23-25 (Las Vegas Convention Center), and Fun Expo—Sept. 27-29 (Sands Expo Center). Vegas is also the annual site for the AMOA Council of Affiliated States Annual Meeting as well as the NDA, VNEA, and BCA. How many times in one year will industry members go to the same place for events?

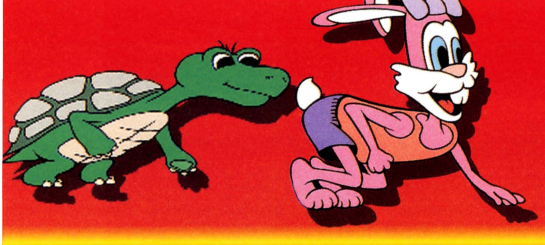
At AMOA Expo '96 one exhibitor told me that although most exhibitors railed against the union's fees in Chicago he would be happy to return and chalk those fees up to the cost of doing business. If the crowds would come, then it would be worth it.

Another exhibitor decried AMOA Expo's moves all around the country, "chasing ACME" as he put it. "Let's go back to Chicago," he proclaimed. The AMOA Expo has gotten smaller and surely it could go back to the Hyatt in downtown Chicago. AMOA officers say it's too small, the Navy Pier is not convenient for loading and unloading, and that leaves McCormick Place. When ACME situated itself in Rosemont it was still not considered "really Chicago" and going into town was not an easy trek. There is no substitute for the flavor of downtown.

Some AMOA members would be happy to see the Expo park itself in Vegas permanently. Can it be that Vegas is the savior? I don't think so. Apathy and pessimism won't be wiped out by choosing Vegas as a show site. The AMOA Expo seminar committee is working hard to make the seminar program a major draw for attendees and that will surely help. Shows are far more than their host city. The purpose is to see industry friends and new products, learn a few things at the seminars, and generally get the cobwebs out of your head so you can plan for the future with a fresh outlook. Shows don't have to be in Vegas to be successful.

There are always going to be good reasons to stay put in your own little corner of the world and not leave your business for a long weekend that involves a trade show. Pretty soon that corner will get smaller just like the shows that need support. Traveling to every show is not possible, but traveling to none is not a viable alternative. I'm afraid that so many events situated in Vegas will dilute its mystique as THE convention city, at least for coin-op. ▲

Bonnie Theard
Managing Editor



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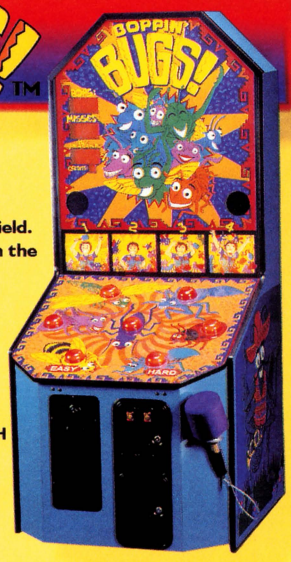

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Best Redemption Game

I.C.E.'s

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Best Sports Table Game

Valley's

Cougar

Pool Table

Best Countertop Game

Merit's

Megatouch XL

Best Jukebox

Rowe's

LaserStar CD-100

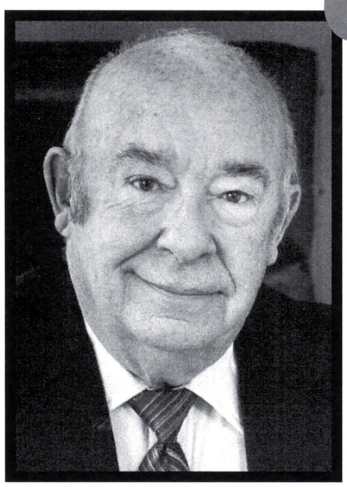
Congratulations to the winners of the 1997 Operators' Choice Awards. Play Meter presented these awards during the spring Amusement Showcase International held in Las Vegas.

The awards were based on Play Meter's annual State of the Industry survey in which operators were asked to vote for the best game in each of eight categories: dedicated video, kit video, simulator, pinball, jukebox, countertop, redemption, and sports/table game. We tabulate the operators' votes and a winner is named.

The winners were announced at the special operators' cocktail party held at the Bally's Hotel on Friday night. Play Meter extends a special thanks to all the operators who took the time to place their vote and have their voices heard. Please join us as we celebrate the best in the industry.

IN MEMORY

Bob Breither



"When good men die their goodness does not perish, but lives though they are gone."

—Euripides
485 B.C.

Robert Henry (Bob) Breither, a true coin-op industry legend, passed away on March 1 at the age of 84. Bob began his industry career in 1932 when he joined Bally as an assembler on the company's first pinball game, the famous *Ballyhoo.*

It wasn't long before his hard work and dedication to his job paid off in a promotion to the engineering department. As a project engineer he worked under the legendary Don Hooker. Bob worked on many great one-ball and Bally Bingo in-line games. During World War II, he was called upon to help Bally engineers solve production problems when the company manufactured gun turrets for B-29 bombers.

Bob was always thinking of new ways to do things to improve the industry. One of his brightest ideas came in the1950s when he suggested that Bally begin manufacturing coffee vending machines. The company liked the idea, and Bob is credited with designing the very first "single cup of fresh brewed" coffee vending machine.

In 1961, the Seeburg Corp. bought the rights to this coffee vendor and after 29 years with Bally, Bob joined the Seeburg Corp. as its head of field training. After several promotions he became vice president of sales for Seeburg's vending division and then executive vice president. He was at Seeburg for 21 years. During his lengthy industry career, Bob held various positions such as sales manager, consultant, and marketing director for a number of other companies.

I have said that I consider Harry Williams the "Father of Pinball" and Nolan Bushnell the "Father of Video Games." I have also referred to Si Redd as the "Father of Video Gaming." Now I'd like to add Bob Breither to that exclusive list as the "Father of Factory Conducted Service Schools." Here's why:

In 1946, the coin-op industry's first service school, sponsored by a manufacturer in cooperation with an authorized distributor, was held at Dunis Distributing Co. in Portland, Ore. Even though my name has been closely associated with Bally service schools for the past 50 years, I would like to set the record straight. I was the "junior" partner of the famous (or infamous!) Breither/Calamari team. Factory conducted service schools were the brainchild of that jolly individual, Bob Breither. He alone convinced the boss man, Ray Moloney, that service schools were necessary.

Bob was a funny man who could make people laugh and was very popular wherever he went. I remember *Play Meter* editor Valerie Cognevich telling me that one of the best and funniest interviews she ever did was with Bob. Yes, there was only one Bob Breither—a hard act to follow. He will be missed by so many industry friends.

With a heavy, grieving heart I extend my deepest sympathy to his survivors which include his wife Anita; son Robert Jr.; and four daughters, Bonnie Crimmins, Pat Seitzinger, Mary Meyer, and Debbie; 11 grandchildren; two great grandchildren; and a sister. ▲

by Paul Calamari

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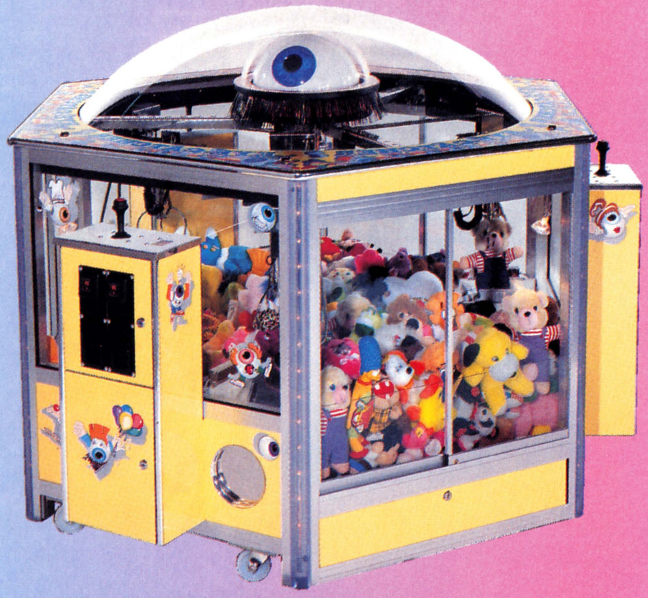

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Namco releases kit, announces sequel

Namco America has begun shipping its newest kit *Ehrgeiz*, developed on the company's System 12, and plans to release the much-awaited gun game sequel *Time Crisis 2* sometime this month.

Ehrgeiz is the first coin-op product developed by consumer software giant Squaresoft. "Having Square Co. Ltd. develop cost-effective, high-tech games on System 12 will further strengthen Namco's position in the marketplace," said vice president of sales Frank Cosentino.

The game comes equipped with an eight-way joystick and four buttons to control the massive list of character moves. Each of the eight characters has a special attack move that is unblockable, and interactive backgrounds allow the player to make the most of each stage. There are platforms to dive from and crates to slam, and power ups and Special Attack energy are hidden in the background crates.

In the one-player versus CPU mode, characters from the hit consumer title Final Fantasy VII appear. The game also features a character time release function, first seen in *Tekken 2*, to extend the game's earnings.

While offering many of the unique features that made *Time Crisis* successful, *Time Crisis 2*, developed on Namco's System 23, takes the original technology a step further by introducing two-player simultaneous action from each player's perspective. Players have the choice of playing individually or cooperatively.

Above: Namco's *Ehrgeiz*

Left: Namco's *Time Crisis II*

In the original *Time Crisis* players shot and hid in a fixed position. In the new game, players can chase the enemy by a boat or fight against the enemy on a train, adding to the realism of the action. Players must successfully complete three stages to master the game: the European city and canal, the Alpine forest and railway, and the satellite launcher base.

Each stage demands a strategic plan to continue, and points are awarded based on the player's skill. Players proceed to the next stage when they defeat the boss at the end of the stage, and the game is over when the player loses all the allotted lives or defeats the last boss and stops Neodyne Industries from launching military satellites.

The game is available in two configurations: two-player 50-inch cabinet and two-player 27-inch cabinet. For more information on either game, contact Namco, (630)238-2248; fax (630)238-9333.

Town meeting held at last month's ASI

As part of a cross promotional agreement between AMOA and AAMA, the two trade associations held a Town Meeting at last month's Amusement Showcase International, the spring trade show sponsored by AAMA.

The Town Meeting was part of a nine-point agreement the two groups hammered out in an effort to jointly promote their respective trade shows. AMOA International Expo will be held this fall in Nashville, Tenn. The agreement also called on AAMA and AMOA to urge their membership to attend both shows.

"Chaired by myself and AAMA president Mike Rudowicz, the Town Meeting will provide a platform for the operator's voice to be heard on issues facing the industry," wrote AMOA president Don Hesch in a letter to operator members. "Town Meetings will be a regular feature of both the ASI and AMOA trade shows."

In his letter to the membership, Hesch stressed the importance of attending both the fall and spring trade shows. "Trade shows create a vision for the future of your business more than any other event," he explained. "ASI and AMOA are focused on the issues, trends, and product developments that shape the way operators do business."

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Thomson service goes worldwide

Venturer Vanguard, a customer service plan for all operators of Venturer simulators and simulation theaters, is being rolled out worldwide by Thomson Entertainment following its initial launch in the United Kingdom (UK) and France.

"It's far more than just an annual maintenance contract," said Thomson's head of customer service Adrian Cottington. "Certainly, we are offering fully inclusive regular preventative maintenance visits in which consumable replacement parts are provided, but our Vanguard customers also have high priority on service call-outs and a guarantee that a service engineer will visit their venue within an agreeable time scale."

In addition, the plan gives automatic discounts on all after-sales purchases, including ride films, training courses, upgrades, and spare parts. The first companies to join the program have been Bass Leisure in the U.K. and Aquarium de Touraine in France. It will be introduced next in the United States.

"Simulation is a relatively mature part of the entertainment business today, and high-quality customer support has become much more of an issue," added Cottington. "Our research shows that our total commitment to excellent customer service is not necessarily apparent throughout the industry. Many of our competitors in this market still pursue a `ship it and forget it' policy."

Daytona tourney held by Sega Speedway

Sega Speedway of Daytona Beach recently hosted the first of many *Daytona USA* tournaments planned around the country. Other participating venues included Sega City locations in Tucson, Ariz.; Irvine, Calif.; Albuquerque, N.M.; Austin, Texas; Daytona, Fla.; Denver, Colo.; Indianapolis, Ind.; and Baltimore, Md.

Under the tournament format, players with the highest point totals get their choice of cars, and point totals are shared with the other locations nationwide. Some locations plan to hold special event nights while others will use the events to boost activity on slow nights.

Each facility will have local champions with prizes for first through fourth place, and the Sega City locations will name a national champion who will receive tickets to a real race in Daytona.

The first tournament series in Daytona was held over a month-long period. Nightly winners received T-shirts and hats, and on championship night there were 26 participants at the Sega Speedway and just under 100 from the other locations, which exceeded expectations. The winner received prizes worth $800.

Cybermind looks to fill virtual reality void

Following its acquisition of Virtuality's entertainment division last year, Cybermind Interactive Europe AG and its subsidiary Cybermind UK has announced plans to fill a void in high-tech entertainment utilizing PC technology.

A Windows NT upgrade for current Virtuality operators is planned for release sometime this year, and the company is currently in discussion with a variety of software firms about licensing popular consumer titles for this Arcade VR platform.

Cybermind has also announced plans to introduce a personal motion base, exhibited in prototype form at IAAPA `97 under the name VR Chair. In addition, the company plans to network its technology across locations around the world.

"The entertainment market is going through some fundamental changes in direction thanks to the power and versatility of the PC," explained Cybermind UK's director Matt Drakard. "Software houses hold key content and it is up to the hardware companies to start to add some real value to out-of-home entertainment."

Lazer-Tron releases new versions of its *Prize Zone*

Lazer-Tron released two new versions of its multigame redemption unit, *Prize Zone*, last month: a countertop version and a 27-inch arcade model. *Prize Zone* features 12 different skill-based redemption games that dispense Prize Bucks, which can be turned in for merchandise on location.

Both units feature high-resolution monitors, CD ROM game updates, dollar bill acceptor with stacker, Pentium-level computer, 16 Mg RAM, and certification from UL, CE, and the FCC.

"We feel very strongly about these two new pieces," said Lazer-Tron's vice president of marketing Matt Kelly. "We now have a total of three versions of the game available (including the original 19-inch cabaret). One of the designs will be right for any kind of location."

For more information, contact Lazer-Tron, (925)460-0873; fax (925)460-0365; Web site (http://www.lazertron.com).

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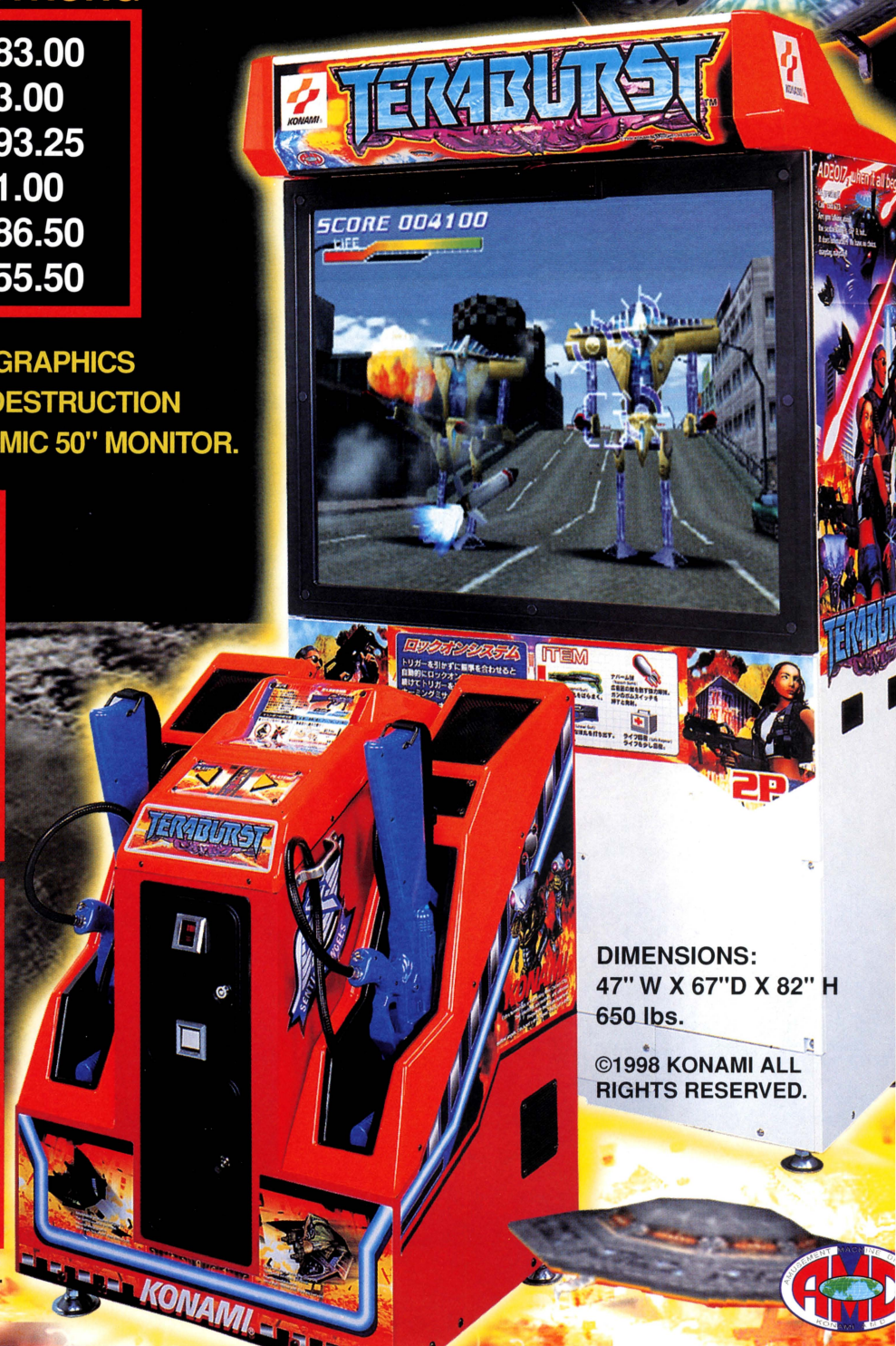

DIMENSIONS:
47" W X 67"D X 82" H
650 lbs.

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Informal survey on trade shows provides insights

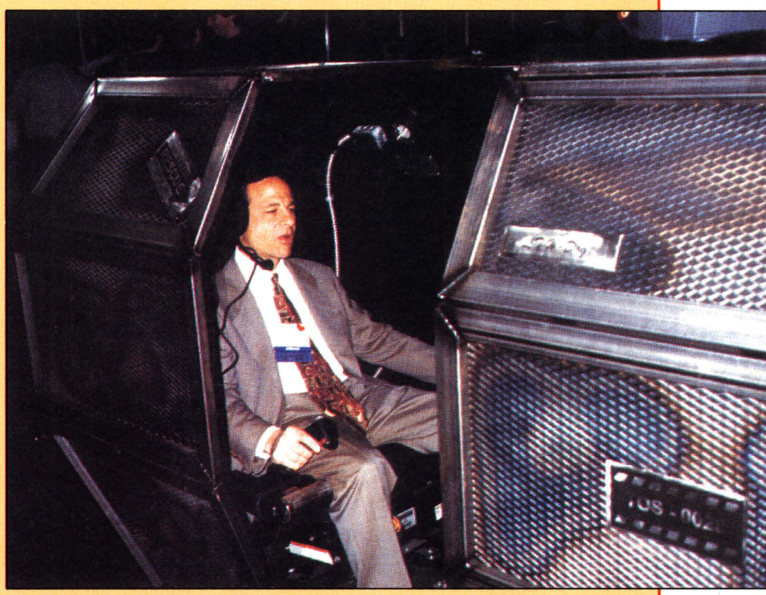
An informal survey on trade show preferences, taken by Bill Beckham of Red Baron Amusements in Toledo, Ohio, shows that a majority of operators still favor a fall show although more than a third would also like to see the AMOA show merge with the Amusement Showcase International held in the Spring.

According to Beckham, who conducted the poll on his own, close to 30 percent of those contacted by fax responded. Of those that had a preference, 64 percent said the show should be held in the fall.

The poll also revealed that 37 percent believe the AMOA should merge with the ASI show, while another 22 percent favor holding a joint show with the International Association of Amusement Parks & Attractions annual trade show and convention.

When asked about location, 62 percent said the show should be held in Las Vegas or alternated between Las Vegas and Chicago, while 33 percent favor continuing to move the show around the country.

"Some of the conclusions can be conflicting, and obviously the goals of other organizations and shows must be considered before definite decisions are made," Beckham commented. "And as some of you pointed out, certainly the financial implications would have to be considered before any decisions are made. But now there is some information to base those decisions on."



AMOA board members Mark Levine of Melo-Tone Vending tries out The OtherSide attraction at AMOA Expo `97 in Atlanta.

Dave & Buster's takes a walk on The OtherSide

The OtherSide, a high-tech entertainment center in Lynwood, Wash., has recently installed two of its PC-based mission pod systems in Dave & Buster's locations in Ontario, Calif., and Stemmons, Texas, in the Dallas area.

Each location has been equipped with an eight-pod version of the company's Mobile Interactive Theater, which it exhibited at AMOA Expo `97 in the Microsoft booth. The pods are linked to a central control system and manned by a mission director who counsels and cajoles players as they compete against other players.

"We have an option to open additional Dave & Buster's sites and are also engaged in discussions with several other LBE operators about putting The OtherSide in their sites," said The OtherSide's Brett Parsons.

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PAPA results posted on Web

Results from February's Professional & Amateur Pinball (PAPA) Championship, resurrected this year by PAPA founder Steve Epstein, are now available at a special World Wide Web site dedicated to the event (http://www.papa.org).

This year's competition, PAPA 6: Shootout at the Sahara, was held Feb. 5-8, 1998, in Las Vegas and not its traditional venue, the former Broadway Arcade in New York City. Competitors ranging in age from eight to 70 dueled for purses and prizes totaling $30,000 and titles in nine divisions including Juniors, Women, Doubles, and several levels of singles action.

Tournament sponsors included Sahara Hotel and Casino, Las Vegas Deluxe, First Travel Co., AC Consultants, Able Amusements, Mountain Coin, and Betson Imperial Export. As in past years, PAPA received support and technical backup from pinball manufacturers Williams/Bally/Midway and Sega Pinball.

VNEA set for next month in Las Vegas

The Valley National 8-Ball League Association is holding its 18th Annual International Championships at the Riviera Hotel in Las Vegas, May 21-30. Close to 5,000 of the greatest amateur players in the country will gather to compete on 190 Valley pool tables.

With a cash prize fund totaling an estimated $500,000, competitors in 20 different tournament events will be pulling out all the stops. So will VNEA, hosting its ever-popular Suds & Chips Mixer as well as numerous live entertainment performances and an awards banquet finale.

Anticipation is also growing for the VNEA's newest attractions: the World Speed Pool Tour and Artistic Pool Challenge. The World Speed Tour stars Dave Pearson, a.k.a. Ginger Wizard. The Artistic Pool Challenge will be hosted by Dr. Cue Tom Rossman.

This year's event will also include the induction of five new members to the VNEA Hall of Fame, the selection of Tournament All-Star Teams, presentation of the Meritorious Service Award, and issuing of Lifetime VNEA Sanctions and the President's Award. For more information, contact VNEA executive director Gregg Elliott, (800)544-1346.

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KILLER HIT KITS

Photo Art rolls out *Sticker Star* machine

Santa Barbara, Calif.,-based Photo Art recently introduced two models of its photo sticker machine, *Sticker Star.* Both models, the 0100 and 0200, feature redesigned machine exteriors, all new animation and accompanying audio, and Photo Art's assortment of colorful sticker designs.

"With summer coming on, photo sticker machines will be catching fire all across the United States and Europe," said sales manager David Wilk. "Our research has shown that the key markets for us are teenagers and young adults, weighing heavily toward females."

New technical features include: single or double Sony 310 dpi UP-2500 printers with 200-sheet capacity, custom lighting, Pentium 200 MHz Intel MMX processor computer, Windows 95 system with Sony 24X CD ROM, U.S. Sportster 33.6K modem (or optional wireless modem); Intel anchorage motherboard with 586 Pentium MMX heat sink, 32 MB unbuffered SDRAM, 512 cache, 2 MB RAM video capture card, Sony 3.5-inch 144 MB floppy drive, and Seagate 2.1 GB ultra DMA hard drive.

Sticker Star's proprietary software includes an automatic paging system for service messages and the ability to change borders and load software updates via modem and send daily sales reports to the home office. A photo exhibit mode enables customers to view and select from up to three poses, and custom circuitry assures smooth operation throughout the photographic cycle, eliminating bill acceptor and button operation problems. For more information, contact Sticker Star, (805)693-1177.

Photo Art's *Sticker Star*

Opus formed to continue Acclaim Arcade PC project

A newly formed company in the United Kingdom, Opus Entertainment, will take the lead in launching Acclaim's Arcade PC system, introduced earlier this year at ATEI in London. The system is expected to be ready next month.

As part of the move, Acclaim will cease coin-op activities, with Opus taking on the mantle to bring quality PC games to the out-of-home entertainment market as part of Intel's Open Arcade Architecture initiative. The system will utilize Quantum3D's Quicksilver hardware solution which includes the company's Obsidian 3D graphics card and Game Control Interface used to manage coin drop and arcade controls.

Games currently in development include well-known titles from Acclaim, Gremlin, and Psygnosis. "The time has come for a flexible game system," said Opus' Managing Director Leon Deith, formerly with Acclaim Coin-Op. "Cartridge technology has its limitations and will only work in the environment for which its motherboard is designed. The PC system has far fewer limitations and will bring superb graphics and game play for a fraction of the cost of the big dedicated games."

According to Deith, the initiative will also open up the industry to new developers, thus bringing in fresh ideas and talent "vital for our industry to keep its profitability and return on investment alive."

For more information, contact Deith, 0171 344 500; e-mail (ldeith@aklm.com).

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Betson hosts post-ASI events

Betson Enterprises has announced five post-ASI open houses including the grand opening of its new facility in Rochester, N.Y., a former Mondial Distributing operation recently acquired by Betson.

Here are the details:

- **Betson Philadelphia**—April 4 (1-6 p.m.)
- **Betson New Jersey**—April 8 (1-7 p.m.)
- **New England Coin-Op**—April 15 (12-6 p.m.)
- **Betson Advance**—April 19 (12-5 p.m.)
- **Betson Rochester**—April 25 (12-5 p.m.)

For more information, contact Betson Enterprises, (201)438-1300 or (800)524-2343; fax (201)438-4837.

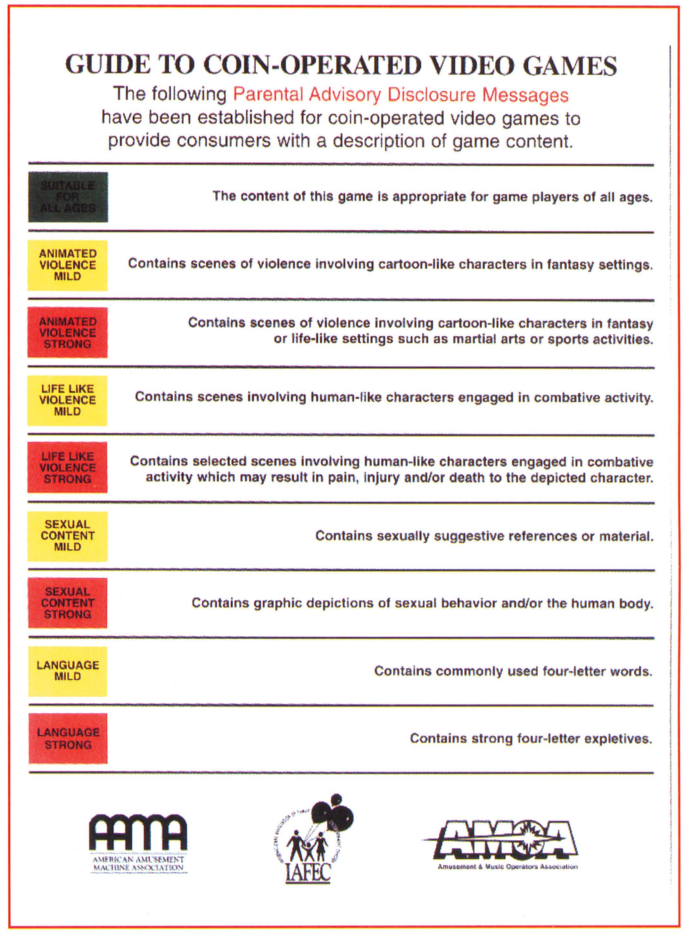
Keystone Game Supply to distribute *Chest-O-Treasures*

Keystone Game Supply of Warminster, Pa., has signed an exclusive agreement to distribute *Chest-O-Treasures* cranes made by Advanced Game Concepts. "We believe the *Chest-O-Treasures* cranes are the finest made today," said Keystone's president Jim Chaney. "It's Robo Tuff hardware is so reliable that it comes with a one-year warranty."

Chaney also noted that the crane's electronic controller comes with an unheard of lifetime guarantee. "What's very appealing to us is that we can give our customers a wide variety of spectacular graphics to choose from—what we call a semi-custom look," he added. "We'll even do custom graphics if requested. In this way our customers can create their own unique brand image." For more information, contact Keystone, (888)869-7711; fax (215)675-5767.

Pizzas of Eight

Pizzas of Eight recently introduced complete branded creations that include counters, signage, illuminated awnings, and auxiliary equipment such as roller grills, popcorn freezers, etc. Preliminary drawings, blue-prints, specification books, and total training assistance is included when launching these installations. For more information, contact Pizzas of Eight, (800)422-2901 or (314)432-8290.


GUIDE TO COIN-OPERATED VIDEO GAMES
The following Parental Advisory Disclosure Messages have been established for coin-operated video games to provide consumers with a description of game content.
SUITABLE FOR ALL AGES
The content of this game is appropriate for game players of all ages.
ANIMATED VIOLENCE MILD
Contains scenes of violence involving cartoon-like characters in fantasy settings.
ANIMATED VIOLENCE STRONG
Contains scenes of violence involving cartoon-like characters in fantasy or life-like settings such as martial arts or sports activities.
LIFE LIKE VIOLENCE MILD
Contains scenes involving human-like characters engaged in combative activity.
LIFE LIKE VIOLENCE STRONG
Contains selected scenes involving human-like characters engaged in combative activity which may result in pain, injury and/or death to the depicted character.
SEXUAL CONTENT MILD
Contains sexually suggestive references or material.
SEXUAL CONTENT STRONG
Contains graphic depictions of sexual behavior and/or the human body.
LANGUAGE MILD
Contains commonly used four-letter words.
LANGUAGE STRONG
Contains strong four-letter expletives.
AAMA
AMERICAN AMUSEMENT MACHINE ASSOCIATION
IAFEC
AMOA
Amusement & Music Operators Association

Posters explaining the color-coded disclosure messages that are being promoted as part of the Coin-Op Video Game Parental Advisory System are now available.

Parental advisory posters available

Posters explaining the color-coded disclosure messages that are being promoted as part of the Coin-Op Video Game Parental Advisory System are now available to members of AAMA, AMOA, and the International Association of Family Entertainment Centers. The system was jointly adopted by all three associations.

At the core of the system is a pledge to include the messages informing consumers about the content of the game in either the artwork or on a color-coded sticker affixed to the machine.

The associations have also endorsed an industry-wide code of conduct and educational program aimed at helping members of the industry and the general public learn how to use the system. Members of each association are being sent an information kit and other material to assist them in implementing the system.

Each association is asking members to place the posters in high-traffic areas where members of the general public will be able to clearly view them. Posters are free to association members while supplies last. To order a poster, contact AAMA, (847)290-9088; AMOA, (800)937-2662; or IAFEC, (603)464-6498.

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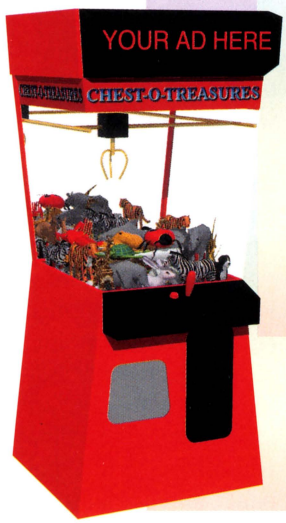

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Harzer joins Coastal

Bob Harzer

Bob Harzer has joined the staff of Coastal Amusements' new amusement park division. He will be responsible for developing sales to amusement parks for the *Hi-Striker* game as well as redemption and amusement equipment.

Before taking this new post, Harzer had his own consulting business working with Discovery Gaming Systems in South Carolina. He has been in the amusement and gaming industries for 18 years. He can be reached at (732)905-6662.

Day publishes first industry record book

Walter Day, former assistant editor of video game scores for the 1984-86 volumes of the U.S. edition of the "Guinness Book of World Records," has published "Twin Galaxies' Official Video Game & Pinball Book of World Records," the first of its kind in the industry.

The book, released by Sunstar Publishing, contains 116 pictures and 12,416 scores from players in 31 different countries compiled from 1981-97. Commented Day, "This volume breaks new ground by putting both home games and coin-op arcade games on an equal footing, with major sections devoted to both formats."

The book also contains information on how to get yourself mentioned in the next edition, which will contain the results of tournaments such as the City vs. City Team Tournament set for April 18-19 at GameWorks in Seattle, Super Just Games in Northbrook, Ill., and Cool World Arcade in Wilmington, N.C. Three teams will go head-to-head in a high score competition on *House of the Dead, Medieval Madness, Puzzle Fighter, San Francisco Rush,* and *Tekken 3.*

For more on the tournament or the book, contact Walter Day, (515)472-3882, or via the Internet (http://www.twingalaxies.com). The Twin Galaxies Intergalactic Scoreboard has been the official scorekeeper for the world of video game and pinball playing since 1982.

IAFEC, Strategies, and Pinnacle join forces

In its continuing efforts to find ways to help generate new income and profits for facilities, the International Association of Family Entertainment Centers has reached an agreement with media sales and marketing group Strategies for Growth Inc. of Los Angeles, Calif., to launch a program selling advertising and promotion opportunities in member family and location-based entertainment centers.

The program will create packages of advertising which Strategies will market to national advertisers who already appear at stadiums, arenas, and other entertainment venues. Mounted and hanging signs, banners, decals, sampling, and couponing are examples of program opportunities that will be offered. Strategies has worked with companies such as McDonalds, Procter and Gamble, Coke, Toyota, and Visa.

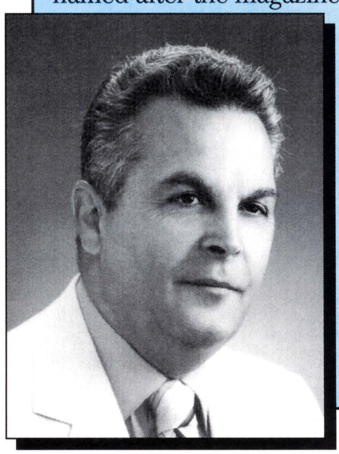
In addition, Strategies signed an agreement with Pinnacle Entertainment Group headed by George McAuliffe. He will assist in the development of advertising packages, coordinate with LBE and FEC participants, and administer the national advertising programs. The IAFEC will monitor the program and assist in coordinating with its membership. For more information, call Pinnacle, (314)394-1399, or IAFEC, (603)464-6498.

Play Meter names Urso Operator of the Year

Gene Urso of Madison Coin Machine in Monona, Wis., has been named Operator of the Year by *Play Meter* in recognition of his outstanding dedication and service to the coin-op amusement machine industry.

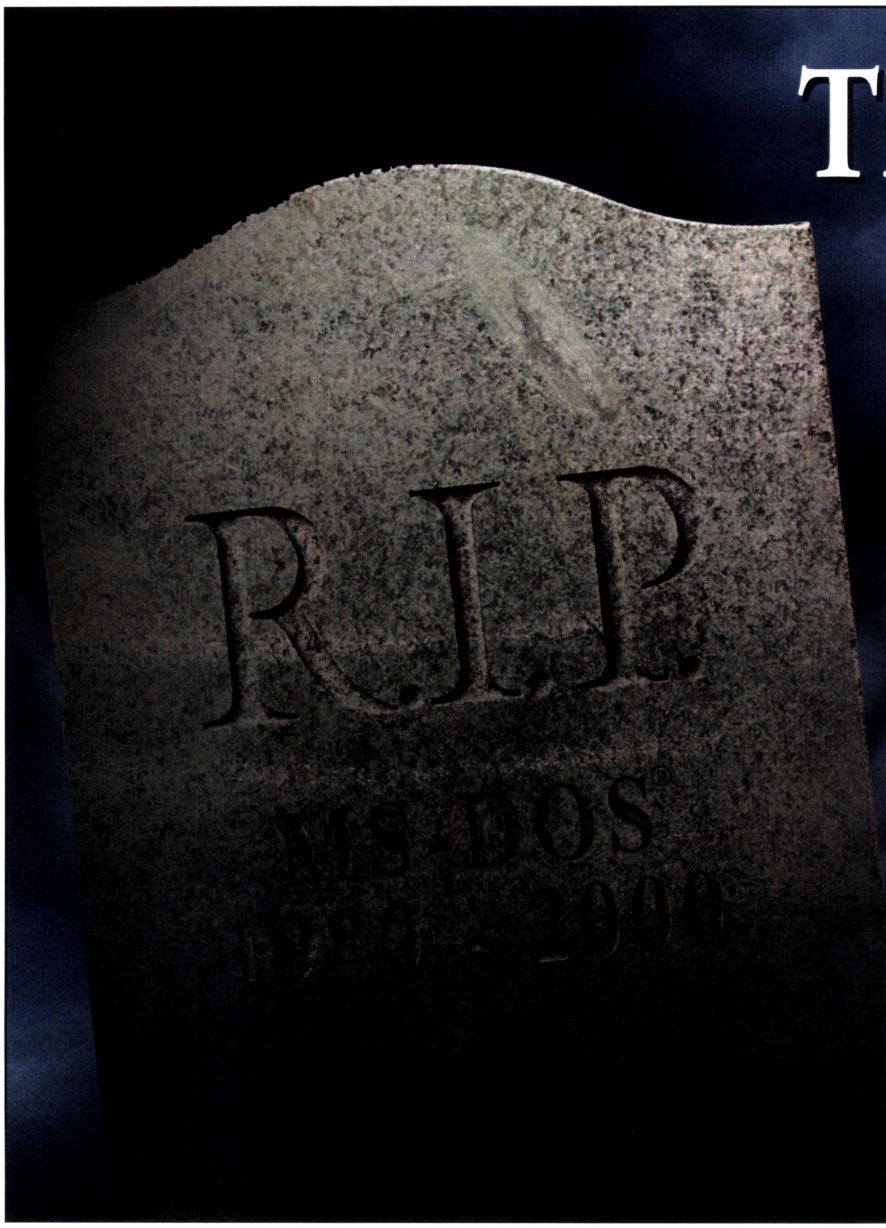
He was presented with the Ralph C. Lally II Award at ASI in late March. The award is named after the magazine's founder who died in a car accident in 1984. Ralph was an operator before starting *Play Meter* and always considered operators the backbone of the coin-op industry. He would have been proud to present a man like Urso with the award bearing his name.

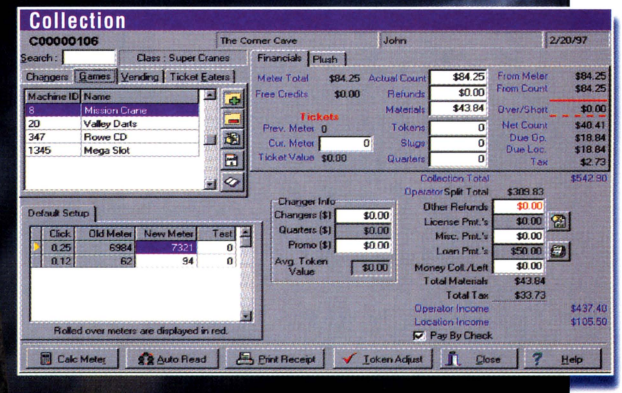
Urso has been a valued member of the industry, serving as AMOA president in 1992. Along with Craig Johnson of TATAKA (another AMOA past president) he has been instrumental in keeping the National Amusement Network Inc. (NANI) alive. He and his wife Nancy have two children, Tony and Nikki, and a grandson, Dominic. Congratulations to a gentleman who is an outstanding example of what operators can accomplish.

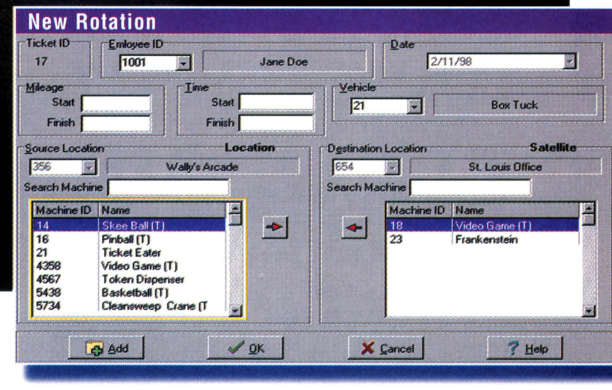


Gene Urso

There is an afterlife.







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HanaHo appoints Midwest

HanaHo Games has entered into an agreement with Midwest Amusement Corp. whereby Midwest will distribute HanaHo products worldwide. HanaHo's Conway Ho said, "We feel this will be beneficial long term for both our companies because of our product line and Midwest's extensive network."

For Midwest, contact Yoshi Nakanishi or John Pipp, (847)364-7722; fax (847)364-7724. For HanaHo, contact Conway Ho or Debbie Gonzalez, (562)483-1414; fax (562)483-1448.

WMS to proceed with Midway spin-off

WMS Industries has received a ruling from the Internal Revenue Service that allows it to proceed with the spin-off of its approximately 86.7 percent interest in Midway Games. The board of directors of WMS had set March 31 as the record date for the spin-off and April 6 as the distribution date upon which the Midway shares would be distributed to stockholders of WMS.

The spin-off will be effected as a dividend distribution of all of the shares of common stock of Midway owned by WMS. On the record date, WMS stockholders will receive approximately 1.2 shares of Midway common stock for each share of WMS common stock owned as of the record date, and fractional shares will be paid in cash.

When the spin-off is complete, Neil Nicastro will resign as president, CEO, and COO of WMS to devote his full time to Midway as chairman, president, CEO, and COO, positions he presently holds.

Louis Nicastro, currently chairman of the board of WMS, will serve WMS additionally as president, CEO, and COO, positions he had held previously. Louis Nicastro was CEO of WHG Resorts & Casinos until it was acquired by Patriot American Hospitality in January.

TouchTunes announces contest winner

What will you do with your old CDs when downloaded music catches on? TouchTunes sponsored a contest to tap the creative minds in the industry for an answer and received these applications: pizza slicer, Christmas tree decorations, and sunlight reflectors.

All sound good but the winner was "Use them to make bikinis!" sent in by Della Askew of Experiment, Ga., who owns Allstate Amusement with her husband Bear.

Chuck West of TouchTunes presents the "What will you do with your CDs?" contest award to Della Askew of Allstate Amusement.

John Margold, TouchTunes vice president of sales and marketing, said choosing the winner wasn't easy: "Naturally, we gave every entry due consideration, although too many recommended using old CDs as clay pigeons for skeet shooting."

The company's current ad campaign for the *TouchTunes Digital Jukebox* features Askew's idea. TouchTunes regional sales manager Chuck West recently presented her with the contest prize, a $349 Bose Wave Radio.

Have You HEARD

- Advance Manufacturing of Sun Valley, Calif., is in the process of tooling up for a whole range of sticker vending machines. For more information, call (818)767-7495; fax (818)767-7405.
- Exidy has a new address and area code: 2910 Bay Road, Redwood City, CA 94063-3934, (650)364-5201; fax (650)364-5286.
- Joe Tunney of Coastal Amusements reports that the company's area code was listed incorrectly in our annual directory issue. Coastal can be reached at (732)905-6662; fax (732)905-6815.
- Health officials in Newark, Ohio, have recommended a citywide ban on cigarette vending machines, according to the Ohio Coin Machine Association's newsletter "Straight Talk."
- Pizza Expo '98, held last month, was expected to see more than 1,000 attendees. Special guests included "Papa John" Schnatter, legendary broadcaster David Brinkley, and Debbi Fields, founder of Mrs. Fields Cookies.
- The Pin-A-Go-Go pinball festival, featuring unlimited play on a vast array of pin games, will take place May 15-17 in Dixon, Calif. For more information, call (916)324-5189 or (707)447-0473.
- Pinball Fantasy '98, the collector's show featuring dealers from across the country and two pinball tournaments, will be held July 24-26 at the Riviera Hotel in Las Vegas. ▲

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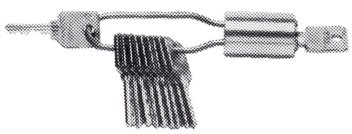

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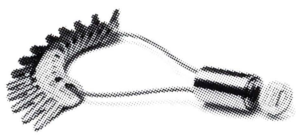

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FROM LEFT FIELD

Celebrating DIVERSITY in our industry

This may be a surprising admission, but as a child I seldom patronized arcades or fun centers, even as the coin-op industry was enjoying the golden prosperity of the middle to late 1970s and early 1980s. Why? Because my parents were suspicious of the dark arcades that populated the untrafficked corners of our local shopping centers.

They did not see arcades as the avant garde of a technological revolution that would transform our world. To them the newly introduced video game—and that was all they associated the arcade with—was another instance of cultural rebelion, the equivalent of duck tails and rock-n-roll in their generation or jazz and the bob haircut in my grandparents' younger years, and it was their responsibility to discourage such behavior.

What they did not see was the diversity of the amusement game industry, and their myopia spilled over into my life. As I wandered the aisles of my first few trade shows, I was instinctively drawn to simple yet timeless attractions. There I was in my middle 20s entranced with a game like Meltec's *Big Mouth*; it was a whole new experience for me.

Working through this month's "Equipment Catalog" that same sense of amazement came over me as I considered the diversity of attractions this industry has to offer. Everything from the specialty and vending machines that exist at the periphery of our consciousness—those units for which we begged pennies from our own parents—to the staple amusements found in all family entertainment centers and the high-tech virtual reality games and motion simulators that have found a home in high-end and specialty locations is here for consideration.

Steve White
Special Projects Editor

A sign over the bar in our local House of Blues reads "Unity in Diversity," clearly a motto for the politically correct corporation of the 1990s. But it is exactly this kind of conceptual mix—taking an authentic and somewhat taboo art form like the blues and marketing it to the mass consumer—that has made the House of Blues a success and potential competitor for our customers' dollars.

Earlier this year, *The New York Times*, our nation's stodgy organ of record, introduced a new weekly section called "Circuits" to track recent developments in digital culture. Long a wary and sometimes hysterical watchdog of trends such as the Internet, the *Times* has seen the light. The weekly page will cover everything from "inveterate Web surfers" to "befuddled parents trying to keep up with computer-savvy children."

"The computer chip, that bit of etched silicon that is at the heart of computers, big and small, is now ubiquitous," the *Times* proclaimed in its first installation of "Circuits." "Chips are at work in phones, cars, televisions, home heating systems, and supermarket scanners. The new technologies built on the computer chip, and particularly how they affect everyday life, will be the subjects of "Circuits" coverage."

Our industry has long toiled in obscurity or been subjected to the biased lights of media scrutiny. However, the digital revolution which has now taken root in mainstream society finds its true past in that corner arcade my parents so distrusted—parents who now have two cellular telephones and one e-mail address between the two of them.

As we face the challenges and opportunities which technology places before us, let us not forget to proclaim our own diversity and rightful heirship to this brave new world. ▲

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BEYOND THE PLAYFIELD

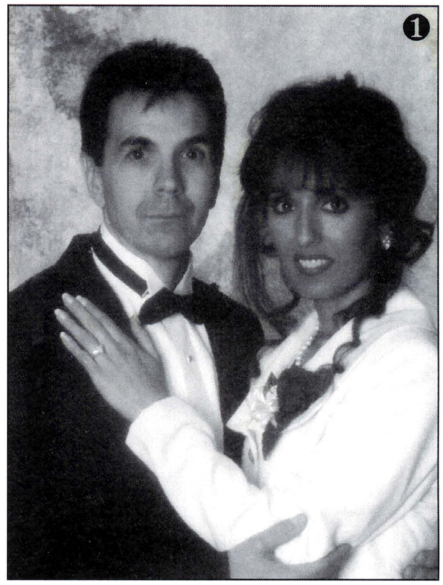
❶ WEDDING BELLS rang out on Dec. 19, 1997 for AMOA director Michael Leonard of Coin-Op Specialists in Adrian, Mich., and his bride Gloria Aubert. Congratulations Mike and Gloria! May you have a lifetime of happiness together.

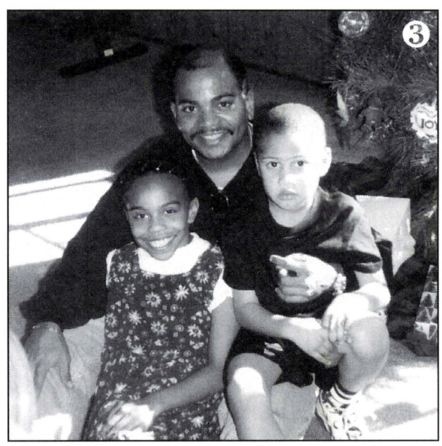
❷ LITTLE DOMINIC URSO was delighted with his new bike at Christmas. He is all decked out with suspenders, dress shirt, and bow tie amid a pile of presents. Dominic is the son of Tony and Jackie Urso and grandson of Gene and Nancy Urso of Monona, Wis.

❸ TIM JACKSON OF SNK and his daughter Crystal and son Miles shared a happy holiday moment by the family Christmas tree. We would know those famous Jackson smiles anywhere. Perhaps we'll see these young players sampling games at an industry event soon.

❹ BEAM US UP! Over at the Las Vegas Hilton Hotel visitors to the Paramount Theme Parks' Star Trek: The Experience can purchase a photographic souvenir of themselves in a variety of Star Trek scenes or interacting with the characters. Photos are created at the on-site Kodak Image Magic Fantasy Theater that produces digital prints or lenticular prints. According to Tom Rapone, vice president and general manager of Star Trek: The Experience, of the 1,300 different retail items available, the photos are the fifth best seller. "We've been selling hundreds of prints per day," says Rapone.

SEGA GAMEWORKS traveled to the North American Truck Stop Annual Trade Show in Nashville in February for an opportunity to meet with operators who serve truck stops and discuss the company's latest products and finance programs. Tony Maniscalco, midwestern regional sales manager, and Pete Gustafson, western regional sales manager, were impressed





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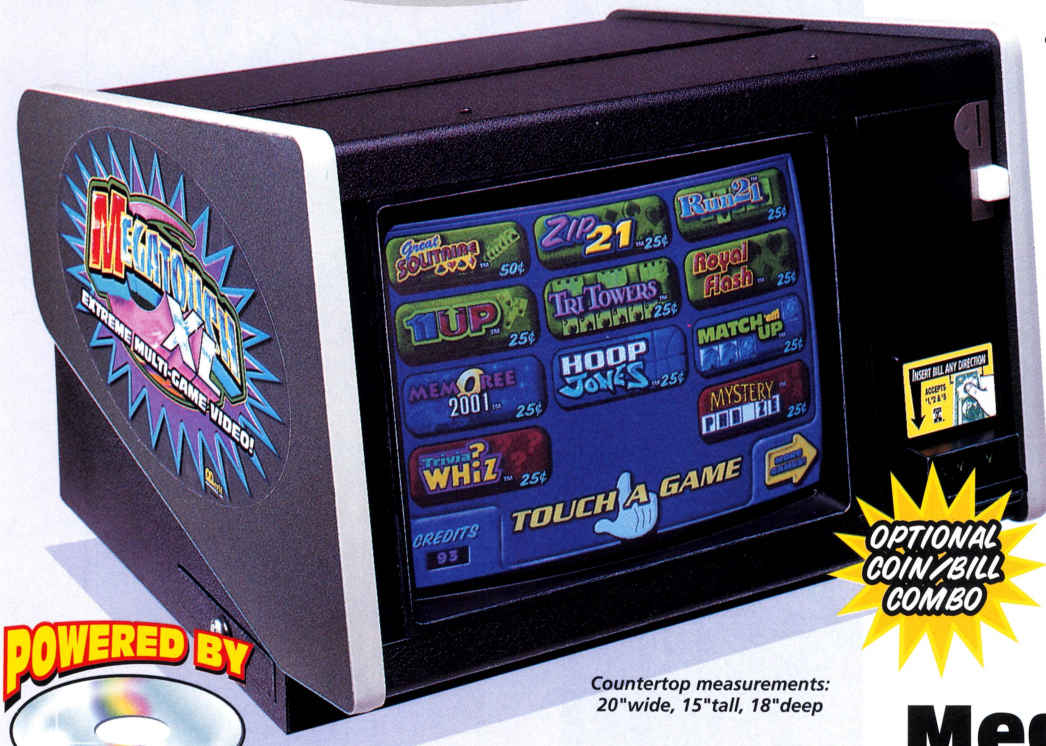

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with the revenue that location owners said was generated by coin-op equipment. Many were planning to expand space allocated for games—a positive note for the industry.

❺ ❻ NFL PLAYERS THINK POOL IS COOL! During Super Bowl XXXII weekend the American Pool-players Association hosted a 40-foot tent housing four pool tables that served as the arena for some friendly 8-ball competition among pro athletes of today and yesterday. It was part of the 1998 PlayStation NFL Players Party. Joining in were Peyton Manning (Tennessee) and Archie Manning (former New Orleans Saints QB), Raleigh McKenzie (San Diego Chargers), Chris Zorich (Washington Redskins), Michael Strahan (New York Giants), Teric Glenn (Indianapolis Colts), and others. Even NASCAR legend Richard Petty stopped by for a little sharp shooting!

Ten APA players chosen from local APA leagues around southern California competed in regional tournaments to join in the festivities. Each player was entered into a drawing for a chance to win two tickets to the big game. John Seagraves was the winner. The NFL Players Association will get together with the APA again for the NFL Players Billiards Challenge June 6 at the Chicago Hilton Towers Hotel.

❼ LOMMA MINIATURE GOLF CO. reports that the Easter Seal Society has installed a LOMMA golf course at its Rhode Island headquarters for use at the day care center. It has proven to be a popular activity—good for youngsters' coordination and just plain fun. ▲

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FOUR NEW FEATURES Improves serviceability & reduces maintenance.

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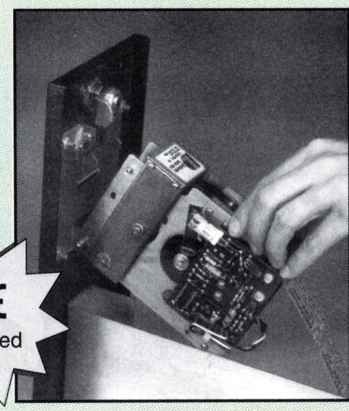

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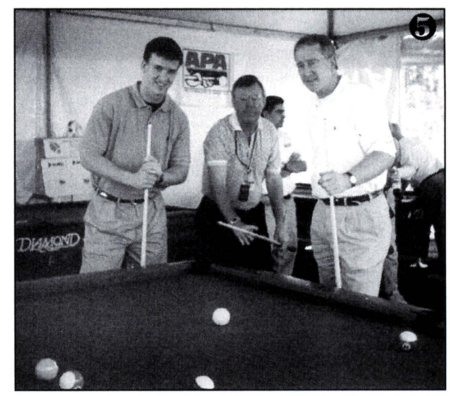
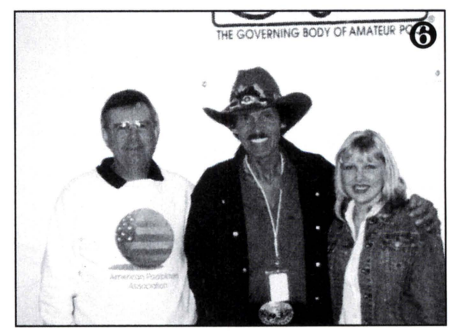


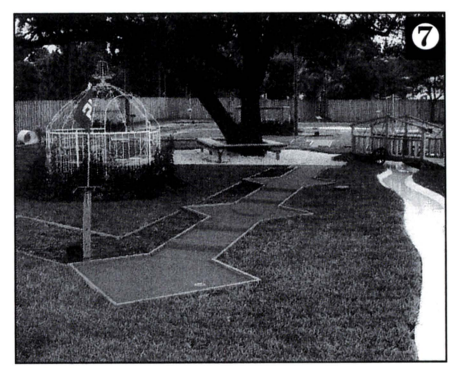
❺

From left: Peyton Manning, Ron Nelson (APA), and Archie Manning (former NFL star).



❻

NASCAR legend Richard Petty (c) with APA's Kammie Kobyieski (r) and Ron Nelson.



❼

CLAIM JUMPER

Claim Jumper is our exciting new and innovative skill redemption game that is taking the industry by storm! Featuring 18 train cars for 18 progressive jackpots that up to 4 players compete for! It's a fast train ride to riches, so stake your claim now!
Size: 47" W x 47" D x 60" H, Wt. 385 lbs.

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The #1 Redemption Classic! Combines the skill of a rolldown with the feel of a pusher for unparalleled collections. Time your coin to land in one of eight trucks or hit the Dump Lever to score "The Big Haul".
Pictured left: Two-Player Version.
Pictured Right: Limited Edition Single
Also available in Truck Stop Version.
2-P Size: 51" W x 38" D x 38.5" H, Wt. 370 lbs.
1-P Size: 25.5" W x 38" D x 38.5" H, Wt. 185 lbs.

INLINE

A top earner! Inline is a skill stop game with the exciting features of a classic line game and a whole lot more! Try for a 3, 4 or 5 in line, or go for the "Super Diamonds" or even "Double Inline" for the ultimate 1000 ticket payout.
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Who's NEWS

RACHEL DAVIES

DARLENE LAMZ

SHELDON SILVER

RACHEL DAVIES, director of sales for Midway Games and Williams Electronics Games, will now have full responsibility for the sales department that represents both companies. The sales department handles all Midway coin-op video games and Williams and Bally pinball games.

"Rachel has helped guide our sales department for the past six years and we will now look to her to provide leadership and vision moving into the future," said Ken Fedesna, executive vice president for Midway and Williams. Midway and Williams suffered a great loss recently when vice president of sales Joe Dillon passed away. Davies can be reached at (773)961-1000.

The American Amusement Machine Association has appointed **DARLENE LAMZ** to the post of executive assistant. The association's executive director Bob Fay said, "We are happy to have someone with Darlene's background joining the staff. Her knowledge of the industry will be useful in fulfilling the duties involved with this position."

Lamz will assist Fay in both international and domestic matters. She has 10 years of industry experience, most recently as credit manager for Sega Pinball. She also spent four years on the staff of Jaleco USA where she served as sales and marketing administrator. Lamz commented, "I am pleased to be working for the association and am looking forward to getting involved with all of the activities performed by this organization." Lamz will be at AAMA headquarters, (847)290-9088.

Play-By-Play Toys & Novelties has elected **FRANCISCO SAEZ MOYA** to be vice chairman of the board, a new position. Moya is a director and president of Play-By-Play Toys & Novelties Europe.

According Arturo Torres, chairman and CEO of Play-By-Play, "Francisco is a very valuable member of the company team and his appointment is indicative of the many contributions he has made to support the growth of our European amusement and retail business. His key knowledge of the toy and novelty industry will continue to drive Play-By-Play's expansion in the international marketplace." To contact Moya, call Play-By-Play, (210)829-4666.

SHELDON SILVER has opened a new marketing firm, Silver Service, to help new suppliers of food service and vending products develop and implement marketing plans. Silver is the firm's president.

Silver has 30 years of experience in the marketing and communications business; he was formerly director of communications for the National Automatic Merchandising Association. Silver Service is located at 935 Honeysuckle Drive, Wheeling, IL 60090; (847)459-1872. ▲

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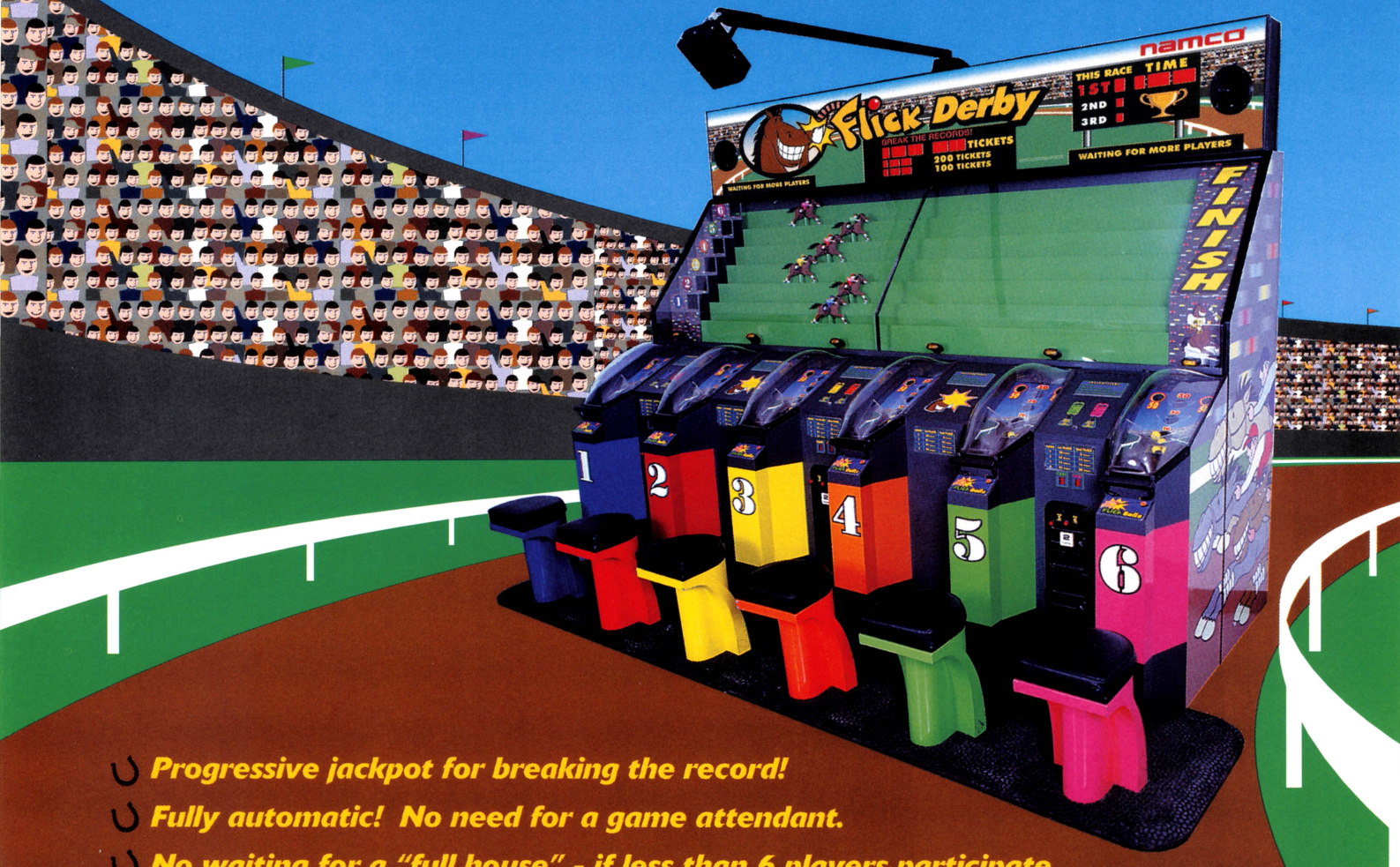

- **Progressive jackpot for breaking the record!**
- **Fully automatic! No need for a game attendant.**
- **No waiting for a "full house" - if less than 6 players participate in the game, the computer controls the other horses.**
- **Innovative "Flick Technique" appeals to players of all ages!**
- **Multicoin: Play from 2 to 5 coins and increase your reward.**
- **Ticket saver system-token hopper dispenses "1,000 Tickets" custom token.**
- **Built in PA System with microphone if attendant is desired.**
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Specifications:
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Hot Flash II

Dynamo Ltd. unveils its newest coin-op hockey table, *Hot Flash II*, which features a special process UV (ultraviolet) coating that causes the table to glow vibrantly in any room, regardless of the lighting conditions. Dynamo pioneered a proprietary new process for applying the coating that creates the effect.

In addition to the glowing playfield, the rails, sides, graphics, and overhead scoreboards all glow in either light or dark conditions. When the light is turned off, the playfield is a crisp royal blue. When the light is switched on, the playfield changes color to a cool white-blue that looks like real ice.

Features from previous generation tables still used in the new Hot Flash II include the Dyna-Blast Blower System, which keeps the game moving fast; impact-resistant Formica playing surface; infrared optical jam-proof assembly; a cheat-proof coin mech; and an easy-to-read LED scoring display.

For more information, contact Dynamo, (817)284-0114 or (800)527-6054; fax (817)284-7606, e-mail (dynsales@dynamo-ltd.com); Web site (http://www.dynamo-ltd.com).

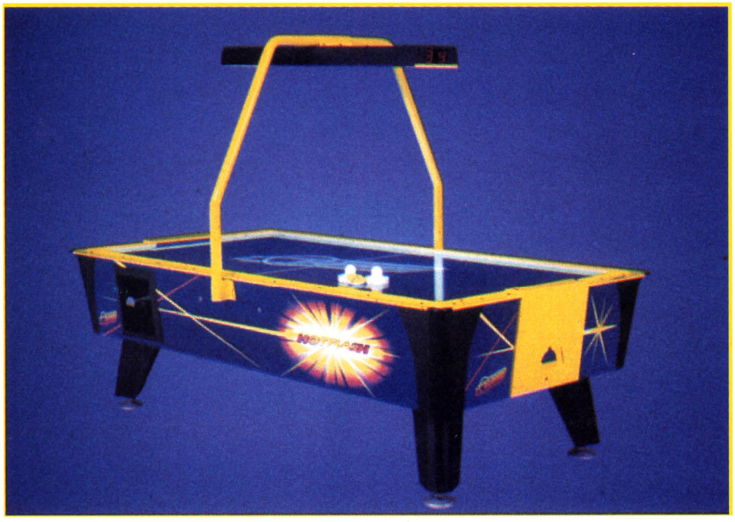

Image Magic

Kodak's *Image Magic* self-serve photo sticker kiosk, recently introduced to the market, allows customers to place an image of their face on stickers about the size of a traditional postage stamp.

Units can be networked, and each kiosk will be connected to a standard phone line to transmit sales data including the number of sales per day, the most popular stickers used, and royalties. Two different types of stickers are available: general scene backgrounds and brand-content scenes such as movie themes, animated characters, and sports logos.

The kiosk also includes digital image merging, producing a 3D effect in which the customer appears in a sticker with both a background and a foreground. Other features include a zoom lens, 30-second output, a two-printer option, interactive graphics, adjustable mirrors, and the ability to accept cash or tokens.

For more information, or distributor referral, contact Kodak, (888)265-6981.

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Showcase Vendor

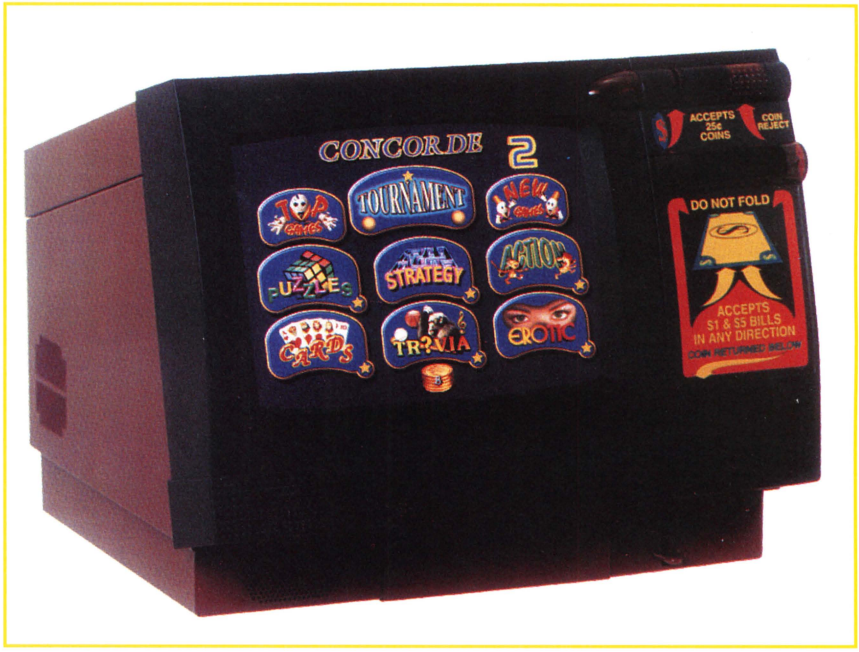
Quick Silver Development announces its *Showcase Vendor*, designed to replace older mechanical bulk vendors in medium to high traffic areas where flexibility in equipment placement is crucial.

With unique themed designs, simple product selection, a high visibility look with brilliant graphics, and an attract mode featuring lighting and sound, the unit is designed to attract customers and make their transactions as enjoyable as possible.

Other features include modular design, onboard accounting system, flashing multicolor select buttons, four-channel sound, storage for spare product, motorized product vend units, variable price setting, and fluorescent lighting inside to highlight the product.

Options include a bill validator, change dispenser, advertising display, and news and sports info ticker.

For more information, or distributor referral, contact Quick Silver Development, (702)888-8100; fax (702)888-8111.



Concorde 2

JVL announces its new *Concorde 2* touch screen countertop amusement game that will also be available as an upright. Its newest feature is a linking capability that will allow operators to network machines.

The unit will offer 52 new games with new graphics in categories that include card games, puzzles, trivia, strategy, and a new selection of adult-oriented packages. Other features include a tilted monitor, 400-bill capacity validator with a large coin box, and extremely fast play action.

Upgrade kits will be offered including a CD-ROM disc with the 52 new titles, a new CD player module to expand previous units' memory capacity, and step-by-step instructions.

For more information, or distributor referral, contact JVL, (702)794-0405; fax (702)794-0120.

NSM Sapphire

The NSM Sapphire jukebox—like the gem—shimmers, shines, and without a doubt, dazzles the eye. The Sapphire combines the heart of NSM's jukebox technology—the industry's most reliable and fastest 100-disc CD handling system—with a wide-view 16-jacket title display that allows for fast, easy viewing. These "facets" are incorporated into an attractive design of blond wood-grain cabinetry, chrome trim, and a colorful, interchangeable front graphics panel and side panels that allow the operator to customize the jukebox to the location.

This combination of NSM's proven technology and new design features makes the Sapphire a real "gem" for both music operators and their locations.

To discover more about NSM's "gem," the Sapphire, please contact your local NSM distributor.

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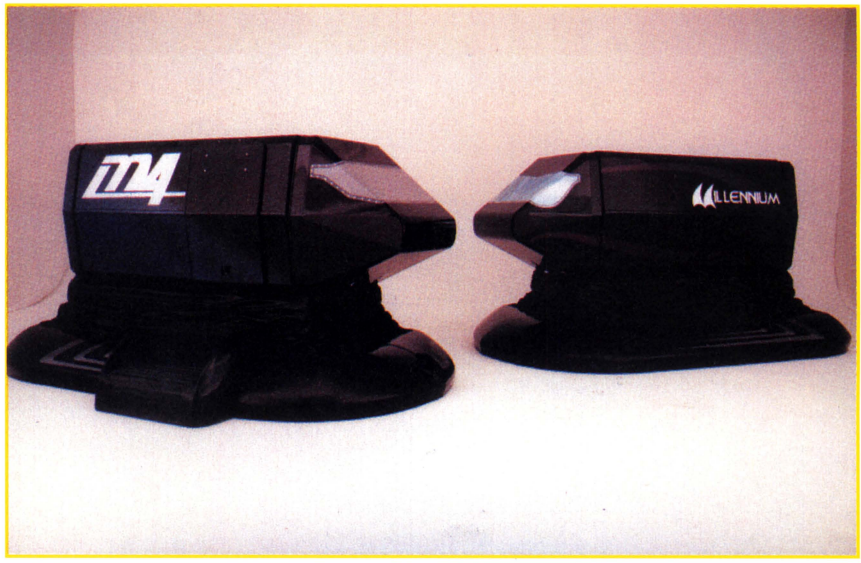
M-4SX and Millennium

Adventure Quest introduces the M-4SX , a compact, two-passenger motion simulator with full 360-degree rotation, and the Millennium Personal Motion Theatre.

Features on the M-4SX include a sleek new look, all-electric power, padded interior seats, and a four-point harness for each passenger. It can easily fit through a set of double doors and remains fully assembled while being transported.

The Millennium incorporates a six-channel surround-sound and a 3D program option. Mobile Adventure Quest units use a custom concession trailer with a fold open/deck side.

For more information, or distributor referral, contact Adventure Quest, (701)277-1332; fax (701)277-0358.



Monster Truck

The Millennium Amusement Group announces its Monster Truck and Lunar Lander developed for indoor and outdoor FECs. The company has already added the vehicles to existing locations that operate its remote boat systems.

Units are equipped with coin and bill acceptors, vend tickets, and feature interactive, animated water-squirting targets that are audio-equipped. A four-unit system is competitively priced with many other arcade attractions.

For more information, or distributor referral, contact Millennium Amusement Group, (407)384-8913 or (800)990-2080; fax (407)384-8847; e-mail (devuon29@aol.com); Web site (http://members.aol.com/Devuon29/index.html).

Super B

Eschol Interactive of Singapore, a supplier of virtual reality (VR) equipment in Asia Pacific, introduces the successful development of a new, low-cost, interactive, motion-based VR game called Super B.

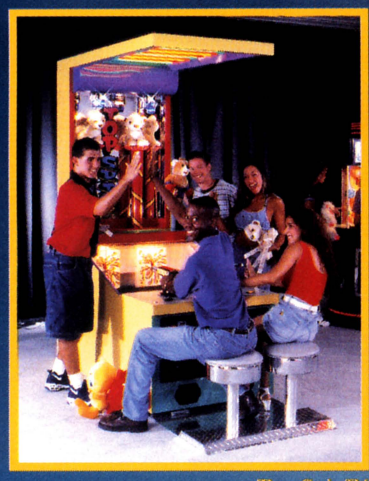
Super B is a single-seat unit capable of linking up to eight machines. It is driven by an Intel-based PC engine and in-house software tools written in the latest OpenGL language.

The machine is mounted on an electric hydraulic system, and a high-definition head-mounted display immerses players in the game experience. High-definition graphics and stereo sound effects further enhance the environment.

With a futuristic design and compact body size, the unit is suitable for any indoor location, and in-house software can be modified to include logos, banners, and advertisements by anyone who is PC literate. Game software will be interchangeable and upgradeable without hardware modification.

For more information, or distributor referral, contact Eschol Interactive, (65)842 1875; fax (65)842 1805; e-mail (jameslcb@pacific.net.sg). ▲

Bobs Space Racers®



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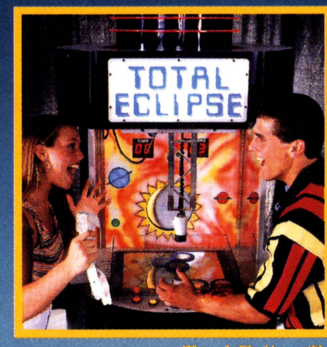
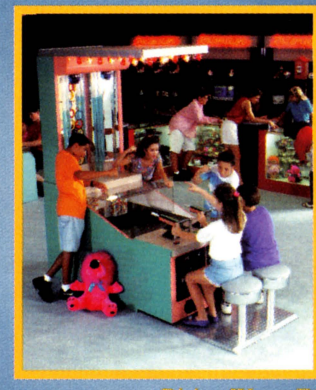
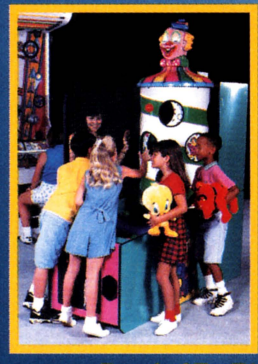


Total Eclipse™

Whac-a-Mole ®



Rising Waters™



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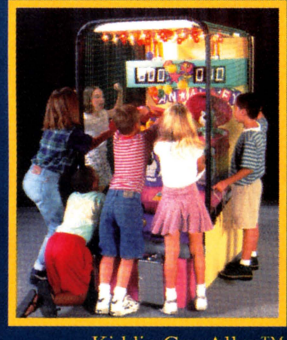

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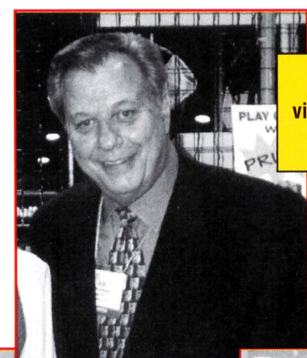
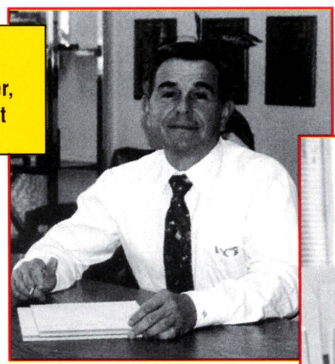
LAZER-TRON IMPACTS REDEMPTION INDUSTRY

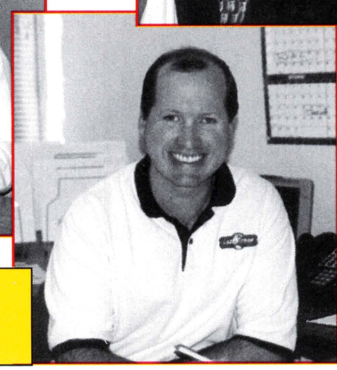
VALERIE COGNEVICH



Ron Carrara, vice president of sales

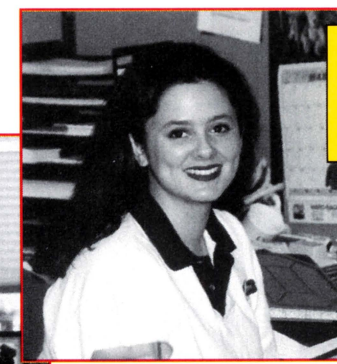


Norm Petermeier, president



Matt Kelly, vice president of marketing

Victoria Krenz, vice president of operations



Amy Adame, sales administration assistant

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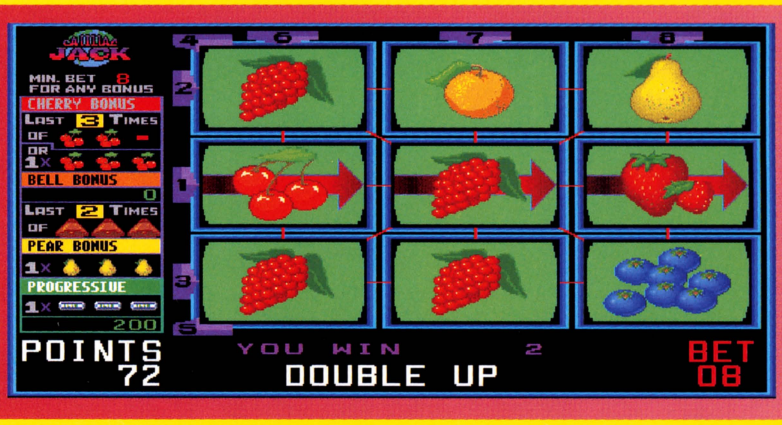

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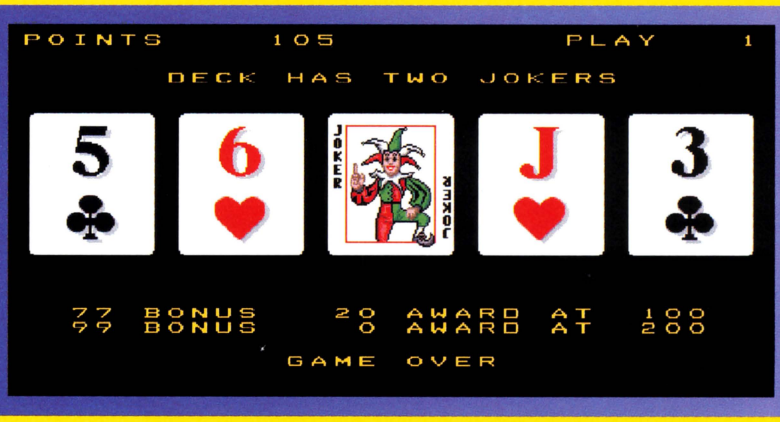

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It's been a wild ride from the days as a struggling privately held company to becoming a leading ticket redemption factory in the market. The public stock offering in May 1994 raised money as additional working capital, and Lazer-Tron was able to reward early shareholders for years of patience.

As one of the fastest growing private companies in California, Lazer-Tron drew enormous attention. In early 1995 it was approached by Acclaim Entertainment, one of the world's largest providers of home video games. Acclaim had visions of creating a presence in the coin-op market; it had established Acclaim Coin-Op in Mountain View, Calif., to begin developing coin-operated video games. Acclaim and Lazer-Tron believed that a merger could provide a very powerful group in the coin-op market, providing both with the ability to continue their exciting growth rates.

However, soon after the merger was completed in August 1995, it became apparent that the relationship was not working as planned. In addition, Acclaim's home business was hit with severe setbacks, resulting in large losses being posted the next couple of years.

Lazer-Tron is in the process of a new beginning, creating a new history.

In March 1997, Norm Petermeier, Bryan Kelly, and Matt Kelly arranged to purchase Lazer-Tron back from Acclaim. Personal assets were used to buy the company back because all three were confident that the products they were developing could change the shape of the industry and provide for years of growth. Examples of these products include *Prize Zone*, the new VRS system, and some exciting redemption pieces like *Twister* and *Match 'Em Up.*

A NEW (OLD) DIRECTION

It's hard to imagine the industry without Lazer-Tron, which has produced equipment that makes money and is arguably one of the top redemption companies today. However, it had a rocky start. When the Kelly brothers began, they had a lot to learn about the industry. Their first game, *Haunted House*, debuted at IAAPA in 1989 and caused a stir. The huge interactive game featuring laser technology was great fun. However, it soon became clear that it was an inauspicious beginning for the young company. *Haunted House* was too large for many locations and the price tag was a bit too hefty for most operators.

Matt Kelly admitted that they had no clue as to what a ticket dispenser was when they attended their first ACME show.

Realizing that they needed an experienced hand at the helm, Norman Petermeier was tapped as president. His extensive background in electronic design, manufacturing, and management was just what Lazer-Tron needed. A short time later the company scored another coup by making Ron Carrara its vice president of sales. Ron had many years in the industry and even more connections.

Lazer-Tron has come a long way from its first game, but one thing remains steadfast: its commitment to the industry. The company is doing what it does best, but with even more experience under its belt. The old ideas were good; the new ones are even better.

Now that Lazer-Tron is firmly back in the hands of those who know it best, it's time to look ahead at what the future will bring. Carrara put that future in perspective when he said, "A manufacturer must develop a relationship with the industry it serves. It takes commitment, dedication, and taking your job seriously. You have to know the industry and be able to see into the future. You can never sit back and say, 'we've arrived.' Instead, it's a continuous journey.

"We've all heard it said that any company is only as good as its last game. Well, that's OK with us because we're proud to be as good as any of our games. Lazer-Tron has the best product now and there are things coming along that will prove beyond a doubt that Lazer-Tron has made one of the strongest commitments to this industry that you'll find anywhere."

NEW PRODUCTS

Lazer-Tron has developed the Video Redemption System taking a cue from the popularity of video game kits with which operators don't have to buy video game cabinets to have new games. As implausible as it may seem, when the concept of video game kits was first introduced, it was met with a bit of skepticism. However, you certainly don't see a trace of that doubt now. Video game kits are now an established avenue for upgrading equipment. No doubt that operators will soon feel the same about video redemption kits thanks to Lazer-Tron.

Operators won't have to buy new cabinets to have new video redemption games. "This system will have a profound impact on the redemption industry," Carrara noted. "Video game manufacturers discovered a long time ago that it wasn't necessary to sell a complete cabinet for every game. And operators adapted quickly to the idea of not having to buy a new cabinet for every new video game. Lazer-Tron simply adapted that same philosophy with redemption, and operators will benefit tremendously. It will literally change the way they do redemption."

Match 'Em Up, another impressive game, was shown at ASI. Players get three attempts to stop the spinning lights on various targets to maximize their winnings. Each time the player stops the light, the mechanical spinning reel stops on the same symbol.

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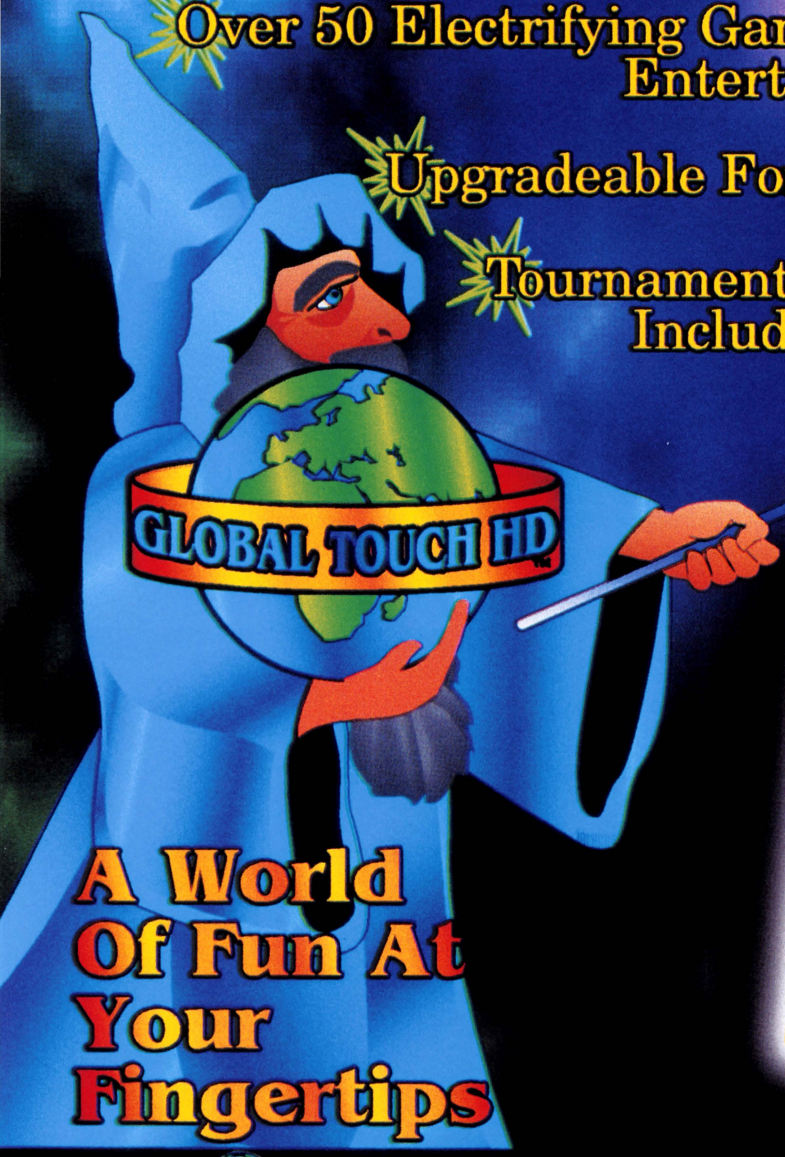

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Accounting: seated, Leslie Wielenga standing, (l-r): Jessica LaLuzerne, Traci Kaatmann (human relations manager), James Kameenui, and Darlene Miller (controller).

From left: Sheila Taylor (parts), Lou Wilusz (purchasing), Barbara Capello (purchasing supervisor), Julie Coching (materials manager), and Reggie Paguirigan (customer service).

Engineering: John Kroeckel, Zelda Chapel, Scott Macintire, Mike Stohlein, Kevin Heyes, Ken Hata, John Link, Gennady Soliterman, and Bob Polaro.

The production crew

If the player is skillful enough to land on three 7s, he wins the jackpot.

Prize Zone, introduced in June 1997, was developed with street operators in mind, unlike other redemption games which are normally designed for FEC-type locations. Players choose from any of the 12 video redemption games installed on the system. They accumulate Prize Bucks which can be used to purchase any of the 16 pre-programmed prizes. There is no doubt that winning prizes has proven to generate more plays.

For larger prizes Lazer-Tron has created an industry first called the National Prize Fulfillment System. Remember buying things with S & H Green Stamps? That is the concept employed here. Players mail their Prize Bucks to the fulfillment house for prizes ranging from a Sony Walkman to a television to frequent flier miles. Lazer-Tron is excited about the initial testing. One player has already redeemed his Prize Bucks for a 19-inch television, an 18-speed bike, a VCR, and an ice chest. These prizes are valued at about $600, which means the player put in between $1,800-$2,000 to win.

"We have tremendous belief in the Prize Zone system becoming the next base piece of equipment in the street market, along with staples like pool tables, jukeboxes, and countertops," said Matt Kelly.

Lazer-Tron's history spans a decade now, which seems like such a small time frame for its accomplishments. However, the company is already reaching ahead to offer the industry even more of what it demands. If past experience is any indication, Lazer-Tron has a bright future ahead. ▲

The new Match 'Em Up which debuted at ASI last month.

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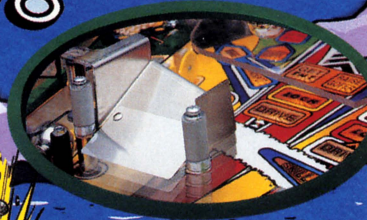

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Redemption kits: a new way of doing business

Video game kits have been a welcome addition to arcades everywhere. Now there are video redemption kits, thanks to Lazer-Tron. The Video Redemption System (VRS), which debuted at ASI in Las Vegas, will offer a library of six different redemption games, with plans for more in the future.

Operators purchase the VRS cabinet with one game installed; update kits will be available on an ongoing basis. VRS cabinets come with joysticks, push-buttons, trackballs, guns, steering wheels, and more. Potential video redemption games include skill stops, gun games, puzzle games, timing games, sports games, ball toss games, kid's games, and more. Plans call for five or more game releases each year.

Update kits, consisting of a CD-ROM and cabinet graphics, will sell for approximately $600, offering operators a low cost method of updating their video redemption games. Hardware kits will also be available to switch from one set of player controls to another, such as switching from a trackball to a joystick.

Operators will be able to add brand-new games to their locations without the heavy expense of buying a dedicated cabinet each time. In addition, Lazer-Tron will offer a progressive jackpot option with the purchase of two or more VRS games. The VRS cabinet includes a ticket dispenser, coupon printer, UL and FCC listing, computer (Pentium level with 16 megabytes of memory), outstanding graphics (full 640 x 480 resolution), 27-inch high-resolution monitor, CD-ROM updates, 16-bit stereo sound, and one- or two-player game options.

> ***"We believe in the Prize Zone system becoming the next base piece of equipment in the street market."***

Here are the games currently available:

Solar Spin, Lazer-Tron's skill-stop game with Insta-Prize. Players attempt to stop the spinning light bar on the Jackpot slot to win the progressive bonus, or they may try to stop on the Surprise slot to win a larger prize.

Hoppin' Harry challenges players to hop their frogs on lily pads across the raging river. Each time they land on a lily pad, they win more tickets. The further they get across the river, the more they win.

Prize Bowl is a one- or two-player bowling simulator featuring outstanding graphics and game play. Players use a trackball to control the bowling ball and try to knock over as many pins as possible.

Chip Away is a novelty puzzle game in which players drop colored chips from an overhead claw into the pile of chips below. If the player links up three chips of the same color, the chips will disappear. If he makes all of the chips disappear, he advances to the next round. There are 18 levels.

Slide Master is a skill-stop game in which players get three attempts to stop the sliding box on the three 7s to win the bonus jackpot. There are five different progressive bonus jackpots.

Coming later this year is ***Miner's Revenge***, Lazer-Tron's two-player redemption shooting game. Players are hurled down the ghostly mine shaft where they must blast as many ghosts as they can.

Matt Kelly, vice president of marketing, said, "Our game designers have become very good at creating outstanding new ways to entertain players. With the variety of controls available to be used on the VRS system, we have already made a list of over 30 games for future releases." ▲

INDUSTRY ALERT:

The Coin-Operated Amusement Industry has made a commitment to the U.S. Congress that the below "Guide To Coin-Operated Video Games" -- depicting approved Parental Advisory Disclosure Messages -- will be posted in clear view at all locations where video games are found and which are frequented by children. These posters are being made available -- free of charge -- by AAMA, AMOA and IAFEC, and may be ordered by contacting your appropriate association.

GUIDE TO COIN-OPERATED VIDEO GAMES

The following Parental Advisory Disclosure Messages have been established for coin-operated video games to provide consumers with a description of game content.

SUITABLE FOR ALL AGES	The content of this game is appropriate for game players of all ages.
ANIMATED VIOLENCE MILD	Contains scenes of violence involving cartoon-like characters in fantasy settings.
ANIMATED VIOLENCE STRONG	Contains scenes of violence involving cartoon-like characters in fantasy or life-like settings such as martial arts or sports activities.
LIFE LIKE VIOLENCE MILD	Contains scenes involving human-like characters engaged in combative activity.
LIFE LIKE VIOLENCE STRONG	Contains selected scenes involving human-like characters engaged in combative activity which may result in pain, injury and/or death to the depicted character.
SEXUAL CONTENT MILD	Contains sexually suggestive references or material.
SEXUAL CONTENT STRONG	Contains graphic depictions of sexual behavior and/or the human body.
LANGUAGE MILD	Contains commonly used four-letter words.
LANGUAGE STRONG	Contains strong four-letter expletives.

AAMA
AMERICAN AMUSEMENT MACHINE ASSOCIATION

INTERNATIONAL ASSOCIATION OF FAMILY ENTERTAINMENT CENTERS
IAFEC

AMOA
Amusement & Music Operators Association

ENADA MARKS ANNIVERSARY

The 10th ENADA coin machine show in Rimini, Italy, in mid-March was the cause for celebration. On its 10th anniversary, show organizers cited the growth of the show from 80 exhibitors in 1989 to 300 this year (240 Italian firms and 60 foreign firms). ENADA filled the Rimini Trade Fair halls from A to G. The show featured video and pinball games, jukeboxes, kiddie rides, billiards (which participate every two years), and supplies and parts for all types of amusement devices. Attendees ranged from arcade and billiard hall owners and managers to rental firms, manufacturers, resellers, and importers.

IMA PARTNERS WITH SPAIN

Germany's IMA trade fair has decided to continue the concept of a national partnership for the 1998 show. Last time Italy was the partner country, and the positive experience has prompted an association this year with Spain. Fair organizer Miller Freeman described the participation by Spanish firms at IMA as "never so good." Eleven Spanish companies have already booked space at the Nov. 18-21 event in Frankfurt. The aim of the partnerships is to bring the European coin-op machine industry's markets closer.

The Spanish industry association Facomare called it an honor to be the partner country for IMA '98. Germany and Spain closely parallel each other in the gambling market, electronic darts, and touch screen equipment. Facomare staff commented, "We are convinced that the partnership between IMA and Spain will give the international visitors a lot of innovative and exciting business impetus."

EXIME GEARS UP FOR MEXICO

The Exposicion Internacional de Maquinas de Entretenimiento (EXIME) will return to the World Trade Center in Mexico City, Mexico, Aug. 5-6 with a full product show. The event had been scaled down in the recent past due to a decline in Mexico's economy. Inflation is expected to be less than in 1997, resulting in an upward economic climb and a more stable peso. EXIME is sponsored and produced by the American Amusement Machine Association (AAMA).

MUNDO AVENTURA OPENS IN COLOMBIA

The $15 million Mundo Aventura park in Bogota, the first of its kind in Colombia, drew 40,000 visitors on its first weekend, Jan. 31-Feb. 1. The park was designed and built by Mexican consultant firm Grupo Magico Internacional which is headed by Rene Aziz and owned by the Bogota Chamber of Commerce. It is located near one of the major shopping malls in Bogota.

Mundo Aventura offers 24 rides and attractions built in Germany, Italy, the United States, Colombia, and Mexico, divided into three zones: the kiddie area with miniroller coaster, train, small pirate ship, and carousel; the teen area with high-impact rides such as a larger roller coaster, hammer, and skycoaster; and the family area with flume ride, go-kart track, bumper cars, and a gravity house. Mundo Aventura also has a full games area for the whole family.

Among other services, the park administers its own food and beverage service and has a 500-car parking lot, merchandise outlets, and live shows. Grupo Magico expects attendance for the first year to reach two million, with an average of 15,000 guests daily. The firm is the largest amusement park corporation in Latin America, also owning and operating parks in Mexico such as Selva Magica and Mundo Marino in Guadalajara City, the CICI waterpark in Acapulco City, and others.

At the opening of Mundo Aventura, (l-r): Rodrigo Botero, maintenance director; Jose Garciduenas, operations director of Grupo Magico; Rene Aziz, president of Grupo Magico; Ivonne Zavala, sales director; Hernan Villamarin, operations director; and Jorge Ortega, administration director.

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BAGATELLE PICKS THOMSON SIMULATOR

Thomson Entertainment will supply a 50-seat simulation theater to French amusement park operator Bagatelle for its site at Berck near La Touquet on the Cote d'Opale in northern France. The theater will open as the park's major new attraction when the summer season begins in mid-May. Bagatelle has chosen three rides from the Thomson library of 60 titles: Astro Canyon Coaster, Smash Factory, and Virtual Time Machine.

VIVID GOES TO NEW ZEALAND

The Vivid Group has installed the first application of its newly created Vivid Virtual Theatre (VVT) for the Museum of New Zealand Te Papa Tongarewa. VVT is aimed at large-scale amusement experiences where high throughput numbers, interaction, and low-cost solutions are essential. VVT is a technological companion to motion rides as it turns the pre-show waiting period into an engaging and interactive experience where players can view themselves on projection screens and interact with the animations that surround their on-screen image.

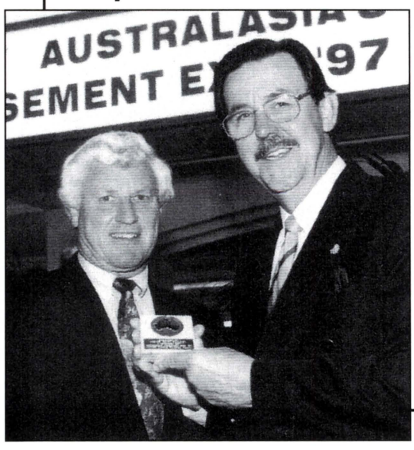
The key to this unencumbered reality system is Vivid's patented VGC technology that uses a state-of-the-art tracking system that reads the players' movements and allows for full body interaction with the computer without having to wear, touch, or hold anything. This engine is powered by Vivid's high-end Pentium-based system.

ITPS ADVISES TERRA ENCANTADA

A veteran training team from International Theme Park Services of Cincinnati, Ohio, recently returned from an eight-week assignment in Rio de Janeiro, Brazil, where they worked with the staff of Terra Encantada to achieve the most modern theme park operation in Latin America with the highest levels of safety, guest service, and efficiency.

Team members included Pam Westerman, John Gerner, Shawn Haas, Brad Galin, and Sarah Herlihy; together they have 65 years of combined industry experience. When asked how an American company could come in and teach the park's employees how to be friendly and provide a high level of service, Haas said, "Teaching that aspect was easy. Brazil is a fun country and we were in a fun place. When employees are allowed to have fun while working, the benefits will be derived by the guests."

Expo down under



Amusement Machine Operators Association of Queensland president Ken Corley presents Gold Coast Mayor Gary Baildon with a memento at the opening of Australasia's Amusement Expo '97 at the Marriott Surfers Resort in Queensland last fall. Plans are underway for Expo '98 at the Royal Pines Resort in early November.

LIW HAS BIG PLANS FOR '98 SHOW

The International Leisure Industry Week is looking toward a major expansion of its Parks & Attractions sector at its Oct. 6-8 show. This expansion will include an Attractions Level, an entire hall dedicated to working rides, sponsored by the British Association of Leisure Parks, Piers, and Attractions (BALPPA).

Attendees also will find an International Rides Gallery where buyers can talk to designers, the Deep Theming and Design Center where the art of the possible comes to life, and the Funway where a working urban entertainment center will be in operation. Other exhibits will include indoor and outdoor children's play structures; inflatables; party products; food concessions; water recreation equipment; and information on ticketing, software, insurance, and finance.

In addition, LIW will be the occasion to launch Licensed Trade '98, a new event to serve the pub market that has seen an increase in licensed bars; new themes and leisure activities in traditional pubs and clubs; and a growing niche market that includes family pubs, urban sports bars, and the general club scene. ▲

International Calendar

JUNE 16-21
Expo-Diversiones '98, Guadalajara, Jalisco, Mexico. Call (3)614-3015; fax (3)615-1483.

JULY 23-25
Salex-Parkex '98, Sao Paulo, Brazil. Call +5511-261-3271; fax +5511-212-6126.

JULY 27-30
China Amusement Expo, Beijing, PRC. Call (852) 2865-2633; fax (852) 2866-1770.

AUGUST 5-6
EXIME, World Trade Center, Mexico City, Mexico. Call W.T. Glasgow Inc., (708)333-9292; fax (708)333-4086.

AUGUST 14-17
TAMA-GTI Expo '98, Taipei World Trade Center, Taipei, Taiwan. Call Lauren Swartz, +886-2-2760-7407; fax +886-2-2762-3873.

AUGUST 26-28
Asian Amusement Expo, Singapore International Convention and Exhibition Centre, Singapore. Call (703)836-4800, ext. 766; fax (703)836-4801.

SEPTEMBER 17-20
36th JAMMA Show, Tokyo Big Sight, Tokyo, Japan. Call 81-3-3438-2363; fax 81-3-5472-7115.

SEPTEMBER 30-OCTOBER 2
FER-Interazar, Madrid, Spain. Call 34-1-445-37-02; fax 34-1-594-30-05.

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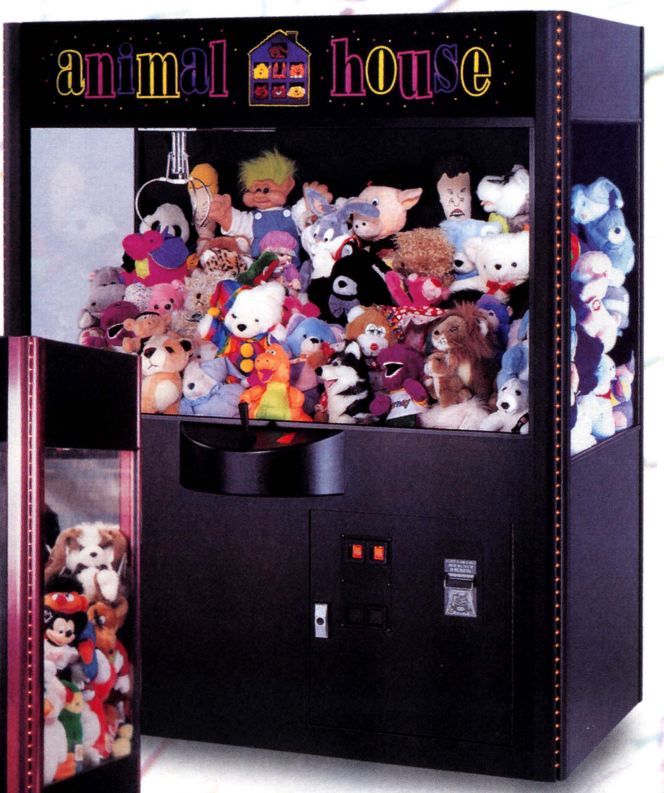

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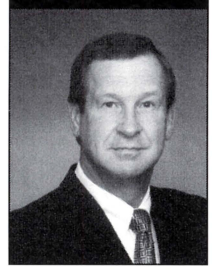

HAROLD SKRIPSKY

SETTING GOALS *and* OBJECTIVES

Believe it or not, we all set goals. Probably more often than we think. There are examples in our daily lives such as a new car, a vacation, a new job, or simply to get up each morning with a smile.

Our business is the same way. Whether the goals are written down or up in our heads, we must have them or we'll never be sure where we are going. Before I get too far on this subject, I think I should let you know that there are many excellent books and seminars on goals. My intent in this article isn't to make you an expert, but to get you thinking about how you are expressing yourself and about effective use of communication through goals.

A goal in your head is just a good start. Only you know what they are. And if you rely on people to help you, they must have a clear understanding of what your goals are and how you want to accomplish them. Goals and objectives should be written with an exact clarity of what you want to accomplish. Perhaps I should clarify the difference between a goal and an objective. In my mind, a goal is a clear statement of the final end result desired. Objectives are benchmarks or sub-goals that are to be a part of an action plan. An example might be something like this: "My goal is to win the war." Your objective is to win as many of the battles as possible. Your action plan is how you are going to win those battles.

A goal has four specific elements:

1) It must be clearly stated, and it must be realistic: Realistic goals can be accomplished by realistic people. Unrealistic goals are a setup for failure. For example, if you want to reduce your utility costs, there are many things you can do to make it happen. However, if you tell your people that you want to reduce them by 50 percent, what do you think their attitude will be? YEAH RIGHT! A more realistic goal would be (given the data you have) to reduce utility costs by 10 percent.

2) There must be a specific person responsible for the goal: I can almost guarantee that a goal will fail unless you have a specific person in charge. Not only should this person be clearly identified, he must also have the ability and authority to carry out the action plan and get other managers and staff behind the project. This may seem like common sense; however, if the tools and training are not provided, the manager will become frustrated and the goal will not succeed.

3) There must be a time frame for completion: After carefully considering all of the roadblocks to goal accomplishment, a time frame for completion must be established. Again, this must be realistic and is usually set after the action plan has been outlined. An effective method would be to establish a time frame for the main goal and a series of intermediate time frames in the action plan.

4) The goal must be measurable: Establishing specific measuring tools will allow you and your manager the ability to follow up on how the goal is progressing. In the utility example, we established the measuring device as 10 percent of an assumed base period of last year. So, as the new year progresses, you can track each month and see if the savings are in an acceptable range.

ACTION PLAN

An action plan is the road map to how the goal will be accomplished. An action plan will be detailed to the point that you and your manager will have a clear picture of how to achieve the desired end result. A word of caution, however, would be to keep the flexibility and creativity built-in so your manager does not feel too confined as time progresses. The plan will have subgoals and objectives with their own time frames and measurability. These benchmarks allow you to follow up on progress and give support where necessary.

In our example of utility savings, the goal may look like this: Mary Nelson will be responsible for reducing our 1998 utility costs by 10 percent over 1997. This tells us who is responsible, the time frame of 1998, the measurability of 10 percent over 1997, and there is clarity as it specifically spells out exactly what is to be accomplished. I'll leave it up to you to decide if the goal is realistic. Now you have to develop the action plan.

ACTION PLAN RESEARCH

For this example, we will assume that Mary is familiar with utilities and has a basic knowledge of store operations. Here's an outline to follow:

1) During the month of January, accumulate the last two years of utility expenses and establish a benchmark cost per month for gas, electric, water,

"Whether the goals are written down or up in our heads, we must have them."

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and telephone. Graph these expenses.

2) Meet with each utility company and explore our rates and determine if there are more appropriate classifications for our business. Gather any appropriate data from these companies, especially demand readings from the electric company.

3) Review all equipment turn-on as well as shut-down schedules on a daily basis.

4) Review all bulb sizes and explore any alternative energy saving devices on the market.

5) Explore the dot system for electric panels. Discuss each area of the facility with each manager in charge and gather the input (HVAC, maintenance, game turn-on schedules, kitchen requirements, night set back schedules, temperature settings, etc.)

6) By Feb. 15, have a plan ready to present to the boss for execution. This will include any expenses that will be incurred as well as a training plan for the staff.

ACTION PLAN IMPLEMENTATION

1) On Feb. 20, hold a training class for the entertainment center managers.

2) On Feb. 21, hold a training class for the kitchen staff.

3) On Feb. 22, hold a training class for all other personnel who will be instrumental in the plan's success.

4)By Feb. 24, order all necessary and approved equipment.

ACTION PLAN FOLLOW-UP

Hold a monthly meeting with a representative of each area to review our utility costs for the previous month, anything affecting our performance for the current month, and look toward the following month and how we can react to changing weather, additional training needs, etc. These meetings will be held no later than the 15th of each month.

An action plan can be as short or as long as you want it. However, it should spell out how the goal will be achieved. Goal-setting is a neverending task. I do my best to resist the urge to change goals once they are agreed upon by my management. Generally speaking, I'm more inclined to change the interior of the goal if a circumstance occurs that is out of everybody's control.

If the goal is realistic and enough thought has gone into the goal (research), chances are the goal can be saved with some minor alterations of the action plan. I've found that if you practice setting goals and you use the four basic elements, eventually you'll find this process becoming a mind-set that you will use for even the most mundane personal or business transactions. As always there are many ways to peel a banana, and what I've just described is only one way. Good luck with your goals for 1998. ▲

Harold Skripsky is the president of IAFEC, a job he takes very seriously. He recently sold his Enchanted Castle family entertainment center, but will still be deeply involved in the FEC industry.

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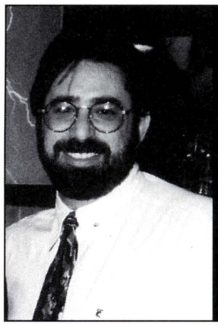
GAME ROOM

Back to Basics IV–technical recovery



Michael Getlan is a third generation owner/operator of arcades and family entertainment centers and a member of IAAPA's Education, Technology, and Award Committees. He is director of operations for Amusement Consultants Ltd. of New Rochelle, N.Y., which operates 40 locations in 12 U.S. states and Central America, and is a frequent speaker at industry conventions. He can be reached at (914)576-7800; fax (914)576-6748; or via the Internet (http://www.amusementconsult.com).

Technical recovery is an essential part of great game room operations. It is the process where problems with equipment are identified and solved.

A good technical recovery program becomes an automatic process, and includes identification and recording procedures, preventative maintenance, and a system to keep up with the technical evolution that is a part of the amusement industry.

Technical recovery is different than service recovery where service personnel handle problems that affect guests as they play in a facility. Service recovery should be the first step in technical recovery, as service personnel start the record-keeping process that ends with equipment problems being repaired.

Recording procedures

The first step in efficient technical recovery is the establishment of a system of recording technical problems with the equipment. This can be anything from a logbook to a wall chart, but it must have space for the name of the game, a description of the problem, who took care of it, what parts were needed, etc.

Staff members who find problems with equipment, either by themselves or through interacting with guests, should log these problems in the book along with as accurate a description of the problem as possible.

Guests, who usually know the games they play better than the staff, should be questioned at the time a service recovery is made as to what the game does (or does not) do. All of this information, along with the time and date of the incident (which can be used for later evaluation of the process), should be logged in the book.

Technicians should refer to this log to determine repair needs and the order in which repairs should be done. When making repairs, the parts used, time used, and duration of repair, along with the time and date of repair, should be logged. This allows other technicians to follow along with the repair and help if necessary. All this information can be used in later evaluations.

Preventative maintenance

Many types of repairs can be avoided by the procedures collectively known as preventative maintenance. Motors, switches, and other common elements in game room equipment all have preventative maintenance procedures. Each piece of equipment has a manual that lists these parts and the recommended maintenance schedule for each component.

It helps to check each manual and list each procedure on a master plan that can be divided. This division of work can be for multiple technicians, or to simplify the procedures on a week to week basis by scheduling the work at various low volume times during the week.

A master list helps when preventative procedures are done out of sequence. It takes just a few more minutes to do preventative procedures on a machine that is already open for repair. Having a master log to record the information that such maintenance was done prevents duplication of effort and is more efficient.

Technical evolution

This industry is based on keeping a technological edge on what is available for retail or home use. This is a double-edged sword that on one side allows the potential for profit, and on the other side demands that we keep up with the changes.

The changes have never come as fast as they do in today's market, and technicians must stay ahead of them or the very equipment that has the most potential will be out of order. This takes time and effort and the utilization of a variety of resources.

First, most local distributors host factory representatives giving updates and technical information on their newest equipment. These are invaluable not only for the technical information learned, but for the networks with factory contacts that are formed. These contacts could prove valuable when technical assistance is needed from the factory.

Next, technical materials such as magazines and news releases from factories should be copied and circulated among technicians. Copy them and file them for reference, and give a complete set to a new technician.

Attend technical seminars given at industry trade shows and other places. For example, Randy Fromm of Randy Fromm's Arcade School in California gives great seminars. And if a small operator cannot afford Randy alone, networking with other operators through a distributor might allow the operators to put together a session for all combined. Also, videos from Randy's sessions are available. A library of tapes can be shown for review or for initial training of a new technician.

Lastly, the manuals in each game purchased contain information needed to continually repair and maintain them. Copy these for reference, and allow technicians time to read them as each machine is purchased. This will reduce the time that a machine is out of order.

A technical recovery program is another key to great game room operation. Machines cannot satisfy guests if they are not working. Keep your game room up to its highest potential with an ongoing technical recovery program.▲

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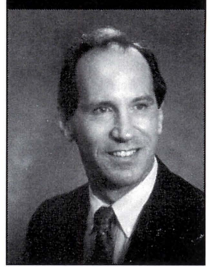

TOM FRICKE

Due process of law, TEXAS STYLE

"Woe unto you, lawyers, for ye have taken away the key of knowledge; ye entered no in yourselves, and them that were entering in, ye hindered."

—11 St. Luke 52

Well, here is some law that everyone can and should understand. And in Texas, it's all about the persecution of our industry.

"No person shall be deprived of...liberty or property without due process of law."

—U.S. Constitution, Amendment V

"In all criminal prosecutions, the accused shall enjoy the right to a speedy and public trial by an impartial jury."

—U.S. Constitution, Article VI

"In all prosecutions the accused shall have a speedy trial by an impartial jury."

—Texas Constitution, Article 1, Sec. 10

"Every person who...subjects...any citizen...to the depravation of any rights...secured by the Constitution...shall be liable to the party injured in an action at law...or other proper proceeding for redress."

—42 U.S. Code, Sec. 1983

"The legislature shall pass laws prohibiting the establishment of lotteries and gift enterprises in this State, as well as the sale of tickets in lotteries, gift enterprises, and other evasions involving the lottery principle, established and existing in other states."

—Texas Constitution, Article III, Sec. 47(a)

"When the legislature has failed to define a word or term, courts will apply its ordinary meaning. When applying the ordinary meaning, courts may not by implication enlarge the meaning in the statute beyond its ordinary meaning, and implications from any statutory passage or word are forbidden when the legislative intent may be gathered from a reasonable interpretation of the statute as it is written."

—Supreme Court of Texas, 1993

"Penal statutes are to be strictly construed against the state and in favor of the accused."

—Texas Court of Criminal Appeals, 1971

"An analysis of the Constitutionality of a statute begins with a presumption of its validity."

—Supreme Court of Texas, 1996

"It is an affirmative defense to prosecution that the actor reasonably believe the conduct charged did not constitute the crime and that he acted in reasonable reliance upon...a written interpretation of the law contained in an opinion of a court of record or made by a public official charged by law with responsibility for interpreting the law in question."

—Texas Penal Code

"The judicial power embraces powers to hear facts, to decide issue of fact made by pleadings, to decide questions of law involved, to render and enter judgment on facts in accordance with law as determined by the court...."

--Texas Constitution, Article V, Sec. 1

"While Attorney General opinions are persuasive they are not controlling on the courts."

—Supreme Court of Texas, 1993

"Lottery sales have gone into a death spiral."

—Texas Monthly, March 1998

"Gambling device...does not include any electronic...contrivance designed, made, and adapted solely for bona fide amusement purposes if the contrivance awards the player solely with non-cash merchandise...or a representation of value redeemable for those items that have a wholesale value available from a single play of the device of not more than 10 times the amount charged to play the device once or five dollars, whichever is less."

—Texas Penal Code as enacted in 1993 and again in 1995

"I got my butt kicked on this one."

—State Sen. David Sibley summing up the results of his failed 1997 effort to repeal the gambling device exception quoted above.

In January, the Attorney General of Texas published a startling opinion. Even though the term "lottery" is not defined in the Texas Constitution or by the courts of Texas, the attorney general stated in his published opinion that he believes lottery means any game involving any chance. Even though every law passed by the legislature is presumed constitutional until declared otherwise by a court of competent jurisdiction, the attorney general advised the entire executive branch of Texas government (and the press) that the important exception for redemption games with small prizes was a nullity from the begin-

"It would appear that the attorney general and those who are with him are campaigning to eliminate an industry contrary to law and primarily through public statements and harassment and intimidation."

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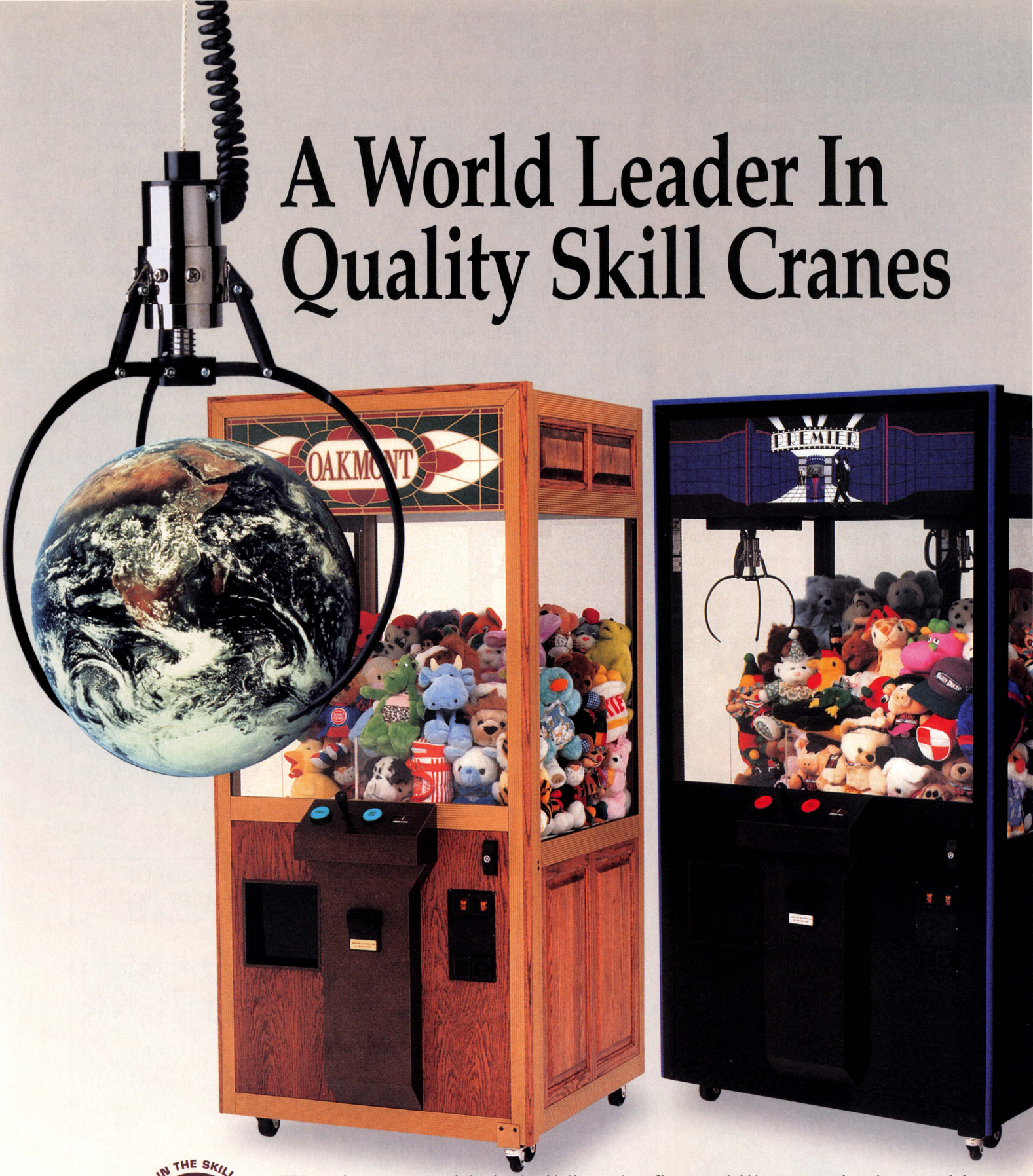

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ning when it was first enacted.

Even though there is nothing in the criminal law with or without this exception that says there is anything inherently contraband or prohibited about a game where players try to match symbols in a line on one of eight lines displayed on a video screen, the attorney general states (or came close to stating) that all persons who operate amusement games with this format in Texas are criminals and all people who play them in Texas are criminals.

Since January, the attorney general's minions and other state officials have been vigorously warning venues and amusement operators, together with their customers, to expect prosecution if they continued operating amusement devices with this particular play format. Operator by operator, machine by machine, these executive department actions have had nothing to do with whether the situation involved evidence that the machine or operator exceeded the statutory prize value limit or that the machine involved no skill.

The Amusement & Music Operators of Texas (AMOT), several amusement operators, and their attorneys are fighting back. AMOT's attorneys have succeeded in getting one temporary injunction. I predict their successes will continue. The principles of law that I state above are elementary. The Attorney General of Texas knows them, perhaps more thoroughly than I do. They lead inexorably to the conclusion that the exception is valid until a court of law says otherwise, if it ever does. If the law remains valid indefinitely or only until the Supreme Court of Texas declares it invalid, the people still have the right to rely on this act of the legislature.

Moreover, criminal guilt is an individual thing. Guilt by association or guilt by class is a violation of the constitutional due process right of every member of the class. In press releases on and following the date on which the attorney general's opinion was published, the attorney general has made public statements which, taken together, defame an entire industry and accuse it and everyone associated with it with committing crimes merely for having relied on an act of the legislature, and moreover do so before the factual basis for the statements is proven in a court of law. Assuming that someone has indeed exceeded the prize value limits, then with all the public trumpeting, how can such a person now be tried in Texas by what the state constitution guarantees: an impartial jury?

It will be interesting to see how this plays out in court. But in the meantime, the attorney general knows that statutes are presumptively valid, that no Texas court has said that lottery means 8-liners that involve skill, no Texas court has clarified or explained the meaning of "designed, made, and adapted solely for bona fide amusement purposes," and that one who relies on a presumptively-valid act of the legislature has a valid defense to a criminal charge.

In view of this, it would appear to me that the attorney general and those who are with him are campaigning to eliminate an industry contrary to law and primarily through public statements and harassment and intimidation of operators and the public. He will in the months ahead suffer notable setbacks in the courts. The first citation I made in this article was to a higher authority from about 2,000 years ago. In Texas, it sure looks like things haven't changed since then. ▲

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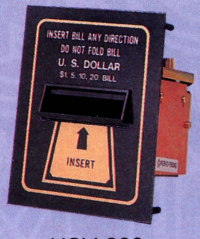

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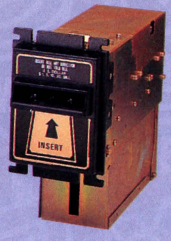

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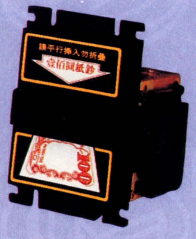

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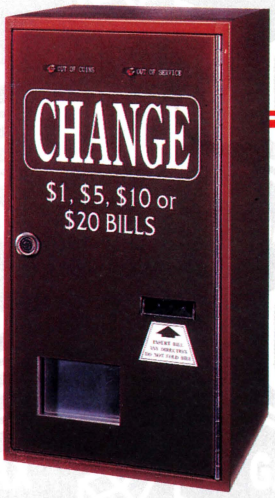

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SPORTING EDGE

Indy Classic showcases Merit tournament play

Women's Doubles 501 winners Kerry Popp (l) and Vicki Richards (r) and Merit's Rich Forkey.

Pro Doubles champions Terry Blane (l) and Richie Brunner (r) and Merit's Carrie Walsh.

Merit Industries' World Series of Darts made its annual stop in Indianapolis, Ind., earlier this year for the Indy Classic, co-sponsored by J & J Distributors and Boyd Music. The event drew almost 2,000 entries from all over the United States.

Merit extended thanks to Laramie Screen Printing, as well as its co-sponsors, for supporting the event.

Competitors enjoy the fair format that gives every player an equal opportunity to win, as well as offering them the chance to qualify for the elite events at the $600,000 Ultimate Game Challenge in Orlando, Fla., Aug. 6-9.

Year-long participation in the World Series enables pro-rated players to qualify for a place in the World Team Championship representing the United States against international teams, while non-pros get the opportunity to compete in the Scorpion Challenge, a handicapped singles event. For more information, contact Merit, (800)300-5281; Web site (http://www.scorpiondarts.com).

Here's a look at the final results from Indiana:

2nd Chance Blind Draw: 1st—Kenny Doyle of Orlando, Fla., and Guy Jones of Terre Haute; 2nd—Shawn Strojny of LaPorte and Dave Vickery of Memphis, Tenn.; 3rd—Jimmy Sullivan of Clermont, Fla., and Mike Profeta, Pawnee, Ill.

Scorpion Challenge: 1st—Richard Owens of Elkhart; 2nd—Frank Brown of Kokomo; 3rd—Shawn Zore of Indianapolis.

Women's Doubles 501: 1st—Kerry Popp of Jeffersonville and Vicki Richards of New Salisbury; 2nd—Roxanne Spears and Mia Gutierrez, both of Indianapolis; 3rd—Jodi Draper and Tammy Turnaer, both of Bloomington, Ill.

No-Pro Singles: 1st—Lou Pass of Lawn, Ill.; 2nd—Kerry Dodge of Elkhart; 3rd—David O'Brien of Belleville, Ill.

Women's Doubles 501/Cricket: 1st—Cassie Samp of South Bend and Mary Thatcher of Elkhart; 2nd—Karen Montalvo and Pat Sturgeon, both of St. Cloud, Fla.; 3rd—Theresa Sullivan of Clermont, Fla., and Teri Taylor of Orlando, Fla.

Pro Singles: 1st—Randy Harringer of South Bend; 2nd—Jimmy Damore of Lake in the Hills, Ill.; 3rd—Thom Johnson of Largo, Fla.

Open 4-Person: 1st—Randy Harringer and Randy Young, both of South Bend; Ray Bennet of Goshen; and Kerry Dodge of Elkhart; 2nd—Dan Ehlers, Scott Coppejans, Ike Wilkins, and Kelly Timmons, all of Bloomington; 3rd—Rob Lasasso of Arlington Heights, Ill.; Randy Van Deursen of Lindenhurst, Ill.; and Joe Beecroft and Jimmy Damore, both of Lake in the Hills, Ill.

Mixed Triples: 1st—Mia Gutierrez of Indianapolis, Randy Harringer of South Bend, and Len Bonk of Mishawaka; 2nd—Kathy Maloney of Tampa, Fla.; Kenny Doyle of Orlando, Fla.; and Thom Johnson of Largo, Fla.; 3rd—Michelle Lowe, Ricky Lowe, and John Andrews, all of Indianapolis.

No-Pro Doubles: 1st—Lou Pass of Oak Lawn, Ill., and Derrick Tlanda of Lockport, Ill.; 2nd—Mark Hilbert of Louisville, Ky., and Gary Lucas of Jeffersonville; 3rd—Courtney Casteel of Louisville, Ky., and Rusty Goff of Simpsonville, Ky.

Pro Doubles: 1st—Richie Brunner of South Haven, Miss., and Terry Bane of Memphis, Tenn.; 2nd—Jay McClellan and Ed Khelseau, both of Indianapolis; 3rd—Brad Wethington of Dayton, Ohio, and Scott Buckley of Cincinnati, Ohio.

Women's Singles: 1st—Kathy Maloney of Tampa, Fla.; 2nd—Karen Montalvo of St. Cloud, Fla.; 3rd—Mia Gutierrez of Indianapolis. ▲

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SPORTING
EDGE

Merit World Series stops in Pennsylvania

Merit Industries' World Series of Darts visited western Pennsylvania recently for the Keystone Classic, which was co-sponsored by Perfect Darts. This third event of the year drew players from across the eastern United States.

Merit extended thanks to Laramie Screen Printing, as well as its co-sponsors, for supporting the event.

Scorpion Challenge winner Rod Peerman (r) and runner-up Nicholas Paoletti (l) with Merit's Carrie Walsh.

Competitors enjoy the fair format that gives every player an equal opportunity to win, as well as offering them the chance to qualify for the elite events at the $600,000 Ultimate Game Challenge in Orlando, Fla., Aug. 6-9.

Year-long participation in the World Series enables pro-rated players to qualify for a place in the World Team Championship representing the United States against international teams, while non-pros get the opportunity to compete in the Scorpion Challenge, a handicapped singles event. For more information, contact Merit, (800)300-5281; Web site (http://www.scorpiondarts.com).

Here's a look at the final results from Pennsylvania:

2nd Chance Blind Draw: 1st—Darrin Young of White Haven and Ed Rebstock of Lansdale; 2nd—Tom Bumbarger of Du Bois and Tim Frizzell of Pittsburgh; 3rd—Jerry Schaffer of Altoona and Gary Bohatch of Pittsburgh.

Scorpion Challenge: 1st—Rod Peerman of Princeton, N.J.; 2nd—Nicholas Paoletti of Pittsburgh; 3rd—John Page of N. Huntington.

Women's Doubles 501: 1st—Ginny Verner of Pittsburgh and Shawni Greenleaf of Peninsula; 2nd—Fran Ginder of Lansdale and Jamie Wilkes of Apollo; 3rd—Keya Deem of Industry and Susan Harrington of Allison Park.

No-Pro Singles: 1st—Mike Shiock of Punxutawney; 2nd—Tim Hopkins of Pittsburgh; 3rd—Tom Bumbarger of Du Bois.

Women's Doubles 501/Cricket: 1st—Fran Ginder of Lansdale and Jamie Wilkes of Apollo; 2nd—Kim Tanyi of Buffalo, N.Y., and Maria Fricker of Lansdale; 3rd—Keya Deem and Kasey Sumoske, both of Industry.

Pro Singles: 1st—Tracey Sheppard of New Bremen, Ohio; 2nd—Darin Young of White Haven; 3rd—Dave Albright of Lebanon.

Open 4-Person: 1st—Rob Toy of Bufallo, N.Y.; Joe Slyvan of N. Tonawanda, N.Y.; Dave Albright of Lebanon; and Ed Rebstock of Lansdale; 2nd—Thom Johnson of Largo, Fla.; Larry Schramm of Jacksonville, Fla.; Ron Dulak of Sumter, S.C.; and Darren Capotosto of Palm Bay, Fla.; 3rd—G. R. Verner, Tim Frizzell, and Tim Hopkins, all of Pittsburgh, and Alan Mathews of Morgantown, W.V.

Pro Doubles champions Mike Shiock (l) and Doug Neal (r) with Merit's Dan Aymar.

Mixed Triples: 1st—Maria Fricker of Lansdale, Dave Albright of Lebanon, and Ed Rebstock of Lansdale; 2nd—Kim Tanyi and Rob Toy, both of Buffalo, N.Y., and Joe Slyvan of N. Tonawanda, N.Y.; 3rd—Keya Deem of Industry, and Bruce Cottrell and Kevin Harrington, both of Pittsburgh.

No-Pro Doubles: 1st—Mike Shiock and Doug Neal, both of Punxutawney; 2nd—Dave Prather of Lower Burrell and Mike Gefert of Pittsburgh; 3rd—Tim Hopkins of Pittsburgh and Alan Matthews of Morgantown, W.V.

Pro Doubles: 1st—Darin Young of White Haven and John Kuczynski of Zion Grove; 2nd—G. R. Verner and Tim Frizzell, both of Pittsburgh; 3rd—Thom Johnson of Largo, Fla., and Larry Schramm of Jacksonville, Fla.

Women's Singles: 1st—Connie Sroka of Emaus; 2nd—Fran Ginder of Lansdale; 3rd—Lori Janik of Grand Island, N.Y. ▲

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SPORTING EDGE

BullShooter stops in WINSTON-SALEM

Arachnid's BullShooter Tour stopped recently in Winston-Salem, N.C., for an $8,000 qualifier event. The competition was co-sponsored by Brady Distributing of Charlotte, N.C.

Players finishing first, second, or third received a qualifying certificate, in addition to the cash winnings, for the $100,000 BullShooter Finals over Memorial Day weekend, May 22-25, at the Hyatt Regency O'Hare in Chicago, Ill. For more information, contact Arachnid, (800)435-8319, Website (http://www.bullshooter.com)

Here's a look at the final results from Winston-Salem:

Women's Doubles: 1st—Vera Emons of Auburn, Ala., and Ulli Whitman of Columbus, Ga.; 2nd—Susan Harbour and Rachel Lambert, both of King; 3rd—Lynn Freitas of Fayetteville and Anne McClure of Athens, Ga.

Men's Doubles: 1st—Shoney and Mutt Johnson, both of Columbus, Ga.; 2nd—David Murray and Jerry Oakley, both of Wake Forest; 3rd—Edwin Blackburn and Stephen Grogan, both of Greensboro.

Pro Doubles: 1st—Billy West of Windham and Britt Whitley of Boone; 2nd—Steve Waldrup of Boaz, Ala., and John Dixon of Dunn; 3rd—Ed Strickland and Steve Whitman, both of Columbus, Ga.

Women's Singles: 1st—Vera Emons of Auburn, Ala.; 2nd—Billie Churchwell of Wake Forest; 3rd—Connie Austin of Willow Springs.

Cricket Doubles: 1st—Steve Waldrup of Boaz, Ala., and John Dixon of Dunn; 2nd—Bob James of Garner and David Kramer of Henderson; 3rd—Craig Cashwell of Raleigh and Joe Gaglione of Wake Forest.

Mixed Triples: 1st—Lynn Freitas of Fayetteville, Joe Futima of Archdale, and Bob Gargon of Kure Beach; 2nd—Angel Gaffney of Raleigh, Billy West of Windham, and Britt Whitley of Boone; 3rd—Lori Hopper, Stephen Grogan, and Edwin Blackburn, all of Greensboro.

Pro Cricket: 1st—Joe Futima of Archdale; 2nd—Billy West of Windham; 3rd—Art Emons of Auburn, Ala.

TOP: Pro Doubles winners Britt Whitley (l) and Billy West (r) with Arachnid's Geo Bridge.

BOTTOM: Women's Doubles winners Vera Emons (l) and Ulli Whitman (r) with Arachnid's Warren Morgan.

Men's Singles: 1st—David Murray of Wake Forest; 2nd—Shane Wright of Kernersville; 3rd—Paul Olson of Winston-Salem.

Pro Singles: 1st—Britt Whitley of Boone; 2nd—Allen Smith of Wake Forest; 3rd—Joe Futima of Archdale.

Mixed Doubles Cricket: 1st—Connie Austin of Willow Springs and Allen Smith of Wake Forest; 2nd—Angel Gaffney of Raleigh and Billy West of Windham; 3rd—Brenda Mitchell of Rolesville and Lee Scott of Knightdale. ▲

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VIC FORTENBACH

TICKET TECH

THE TECHNICAL side of a SKEE-BALL ALLEY

Almost every game center has at least one *Skee-Ball* game, either an original or one of the newer *Skee-Ball Too!* or *Skee-Ball Lightning* alleys. There are two basic models of *Skee-Ball*—model H and model S. They look the same, but there is a difference in the electronics. A model H *Skee-Ball* alley incorporates an electronics package manufactured by Deltroinc Labs.

There are two ways to tell if you have an older model H alley. The first way is to look at the score display when the game is in the attract mode. The three zeros that make up the score display will appear to "spin." Actually one segment of the zero display is turned off in a sequence to give the appearance of a "spinning zero." A model H alley with an electronics package from Deltronic Labs will feature the zeros spinning in a clockwise rotation, while in the model S with electronics made by *Skee-Ball*, the score displays will rotate in a counter clockwise fashion.

The second way is to look at the electronics assembly. A model H alley will have two electronic boards—a game logic board and a power supply board. The model S electronics is one complete assembly in a long "L" shape enclosure. Now that you know how to distinguish between two of the most popular *Skee-Ball* alleys in the field, next you want to know how long your alley is. Skee-Ball has manufactured several size alleys, but for the coin-operated industry there are two main sizes—10 feet and 13 feet. The 10-foot size is the most popular.

"I use my index finger to tell whether a score switch actuating wire is too long or too short."

All of them are measured from the very back of the cabinet to the very front. Although they are shipped in two pieces—alley and back cabinet—the total length is measured when the cabinet has been assembled. Skee-Ball also manufactures several smaller kiddie ball-throw style alleys which are about five feet long and shipped in one piece.

Both model H and older model S alleys use the same score displays. A large five-inch display for the three-digit score and a smaller three-inch display for the ball count. The five-inch display consists of three separate plastic score "blocks" that are interlocked. These blocks divide the light from seven, number 74 lamps into the segments that make up the numbers 0 through nine for the score. The plastic blocks are held in place with six plastic circuit board standoffs that attach through a hole in the circuit board and extend to hold the plastic segment score block.

The spacers are made of nylon and tend to dry out every two or three years. They should be replaced because once the spacer dries out, it can no longer hold the plastic score block in place properly. One sure sign of a dried out or broken standoff is when the front *Skee-Ball* logo plex is opened and the plastic score block falls out. The same holds true for the three-inch ball count display. The plastic standoffs are available from Skee-Ball or from any good electronics store. (Radio Shack doesn't sell them.) The sizes for the standoffs are 3/4 inch for the five-digit score display and 1-1/4 inches in length for the smaller ball count display.

Both the five-inch score and the three-inch ball count display use small lamps in each display. The five-inch score display uses a #74 lamp; the ball count display a #73. Both lamps are the push-in style. Although the lamps look the same, the # 74 lamps burn brighter than the #73. It's OK to replace a #74 lamp in the score display with a #73 lamp, although it will look a little dimmer. But DO NOT replace a #73 lamp in the ball count with a #74 lamp. As I mentioned, the #74 lamp burns brighter and over time will melt the plastic block that makes up the ball count display.

Here's a handy way to remember which lamp goes in each display: The #74 is a larger number so it goes in the larger display score. The smaller #73 goes in the smaller ball count display. Both lamp styles tend to burn out frequently due to the flashing and the constant vibration of the balls bouncing into the score holes. At the family entertainment center where I work, out of a total of 168 lamps (that is eight Skee-Ball alleys), we go through two to four lamps a week.

Skee-Ball has made a kit available to convert model S alleys to a new LED score and ball count display. This display is more reliable, smaller, and is a one-piece assembly. If you are experiencing a large number of score and ball count lamp failures, I suggest the LED display option. All model S *Skee-Ball* lanes now manufactured incorporate the LED display. The new *Skee-Ball Lightning* and the *Skee-Ball Too!* alleys no longer feature the seven-segment displays. Instead both alleys have

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The *Skee-Ball* model H and model S alleys both use a series of scoring switches to post the score of the game to the display. This same switch is used as a coin switch on some coin doors; the only difference is the actuating wire or switch wire form. For a coin door, it is bent several times; for a *Skee-Ball* score switch it's straight with a small bend at the base of the switch pivot.

How long should the score switch actuating wire be? Make it too short and the ball will not hit it correctly to score points; make it too long and it will score multiple points. I use my index finger to tell whether a score switch actuating wire is too long or too short. From the tip of my finger to my middle joint seems to be the correct size, about 2-1/8 inches. These switches are available from Skee-Ball or from any of the game part distributors such as Happ Controls (part #42-0105-00). Of course, if you purchase the switches from Skee-Ball, the actuating wire will be cut to the correct length.

The switch itself rarely fails. It's the switch actuating wire that breaks and causes most of the problems. The actuating wire is available by itself in quantities of 50 wires from Happ Controls. When you do replace a scoring switch, don't use a power screwdriver to tighten the two screws that hold the switch because this will squeeze the switch making it inoperable. If you are having a lot of problems with the scoring switches, you might consider a new kit that has been made available to replace the scoring switches to new light-activated scoring sensor arrangement.

Ball-balancing of *Skee-Ball* alleys is a task that must be done on a hourly basis or even more often if the alleys are busy. It's a common problem: customers insert a coin, roll the balls into the adjoining alley, and wonder why they got no tickets. Also if an alley is out of order, somehow the balls from alleys on both sides will end up in the alley that is out of order. Go figure. That's why ball-balancing is important. It keeps the correct number of balls in your *Skee-Ball* lanes which keeps your customers happy.

All of the newer model S lanes come with a single-ball release mechanism. The older model H and model S lanes used a rocker arm assembly to dispense exactly nine balls to the player. However, if there were only seven balls, the player would get shorted two balls. The new single-ball mechanism allows the *Skee-Ball* alley to be played with a minimum of one ball, but the company recommends having at least four to seven balls in the game that has the new ball-release mechanism. This single-ball mechanism is available from Skee-Ball to update your model S lanes.

Some game part distributors sell "*Skee-Ball* ball look-alikes." The correct size ball is 3-1/8 inches and made

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from a composite wood. Watch out because some balls are actually 2-7/8 inches or even 2-3/4 inches. These balls wear down quickly and can cause scoring problems.

The front of the *Skee-Ball* game has two metal curved "hatches." The left one is the coin-entry panel and the one on the right has a knock-off switch front and center. The coin-entry metal plate is football-shaped with a slot and a reject button. The older reject buttons used a "C" clip to hold the button from coming out because somehow the "C" clip would come off and the reject button grew legs and walked off! The new reject button is much improved by using a cotter pin instead of the "C" clip.

The coin mech on a *Skee-Ball* game is a standard one used in video games where the coin mech holder slides in-between two guides. Across the coin switch is a cover plate. DO NOT REMOVE THIS COVER. Once removed, free games can be achieved by simply reaching through the coin return and hitting the coin switch with your finger.

On the opposite side of the *Skee-Ball* alley is the cover plate with the knock-off button. In case you're not familiar with a knock-off button, it was used before ticket dispensers were available. A customer would play *Skee-Ball*, score some points, and then would have to call the game attendant to give the correct tickets to the player. The game attendant would push the knock-off button to see the "last game played" score.

Depending on your *Skee-Ball* game program version, the knock-off button might also have an additional purpose. When the tickets jammed or ran out, the words "HELP" or "CALL" are displayed on the score display. The word "HELP" does require some imagination to see since only "HEL" is displayed and looks like the game might be cursing you. The last "L" is displayed in the ball count display. The "CALL" means to call the game attendant since the game needs service. Both of these words mean the same thing—there is a problem with the ticket dispenser.

After the jammed tickets have been removed, new tickets need to be loaded. *Skee-Ball* games have a feature that "remembers" how many tickets were owed to the player before the problem occurred. To use this feature and to load the new tickets correctly, line up the ticket notch with the opto sensor and push the knock-off button. The correct number of tickets owed to the player will be dispensed and the machine will automatically load the tickets correctly for the next player.

If you push the knock-off button on the front of the *Skee-Ball* alley and the tickets do not dispense, you have a newer model S alley with an updated game program. In this case open the right front metal panel. Inside are two pushbuttons, one labeled PROGRAM and the other labeled AUX. When reloading tickets, the PROGRAM button has the same function as the knock-off button. The AUX button is for future game enhancements. Pushing the knock-off button or the PROGRAM switch is a lot easier than removing the marquee plex and unplugging the game to reset the "HELP" or "CALL" message. Believe it or not, I have seen some game techs do this.

Cleaning a *Skee-Ball* alley is pretty simple, and only needs to be done when needed. DO NOT use a bucket of water and a mop, since the carpet is glued with a water soluble glue. Using large quantities of water frequently will loosen this glue that holds the carpet to the plywood. The best way to clean the carpet is to use a stiff hand brush and some cleaner in water. Do not use bleach or ammonia. Move the brush in a circular motion over the carpet.

After you have scrubbed the alley clean, apply some clean spray lacquer. This will keep your alley cleaner, and it will look good longer.

To clean the white gum rubber score rings, any car tire whitewall cleaner available at any auto parts store will work. The score point numbers on the white score rings are self adhesive numbers, and might be loosened by some cleaners.

If you have older alleys and the carpet is wearing out, Skee-Ball has kits available to recover them, making them look like new. The cost to recover an alley is approximately $120 per lane. The carpet color is called "classic orange."

Troubleshooting a *Skee-Ball* alley is very simple because only a few basic problems ever surface. One is not scoring properly because of a bad scoring switch. If you roll a ball into the 30-point pocket and only 20 points are scored, that is a tip off that a bad switch exists. Determining which switch is bad is also easy. Roll a ball into the 10-point pocket. If it scores 10 points, roll another ball into the 20-point pocket. If it scores properly, just repeat the procedure for all the score pockets. When you've found the one pocket that does not score correctly, that switch is the culprit.

If your *Skee-Ball* features bonus scoring pockets—two 100-point pockets in each upper corner—the two 100-point switches will score 50 points each and as the ball rolls down past the other five- and 10-point scoring switches, 50 points are added to the score making a total of 100 points.

If your *Skee-Ball* is not scoring any points, look for a stuck ball in the 100-point pocket or a stuck switch. If your game does not dispense any tickets, but it scores correctly and no "HELP or CALL" message is displayed, check the ball-count switch. If the wire form is broken, no balls will be counted and no tickets will be vended. The ball count switch is the same as a scoring switch.

Over 90 percent of all the problems with a Model H or Model S alley can be traced to a bad switch. So keep enough switches on hand and your Skee-Ball will always be working.

Skee-Ball can be reached at (215)997-8900 or on its Web site (http://www.skeeball.com).

I want to thank Kevin Musterait and Berry Scholl at Skee-Ball for their contribution to this article. If you have any questions, I can be reached at Vicco electronics (760)322-4000 or by e-mail (Vic@vicco.com). ▲

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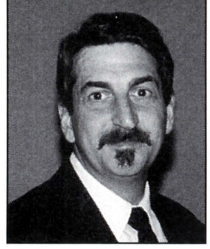

RANDY FROMM

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As technical editor of *Play Meter*, I'm always interested in new products for the coin-op industry: new hardware, new systems, and new concepts. Sometimes it's tough to stay on top of things. Strike that. It's ALWAYS tough to stay on top of all the new hardware that comes out year after year. I go to trade shows like the ATEI, ASI, IAAPA, and AMOA, and to manufacturing plants all over the world in order to learn about and report on the latest developments in coin-op. Through my monthly column in *Play Meter*, the (randyfromm.com) Web site, and hours of telephone calls each day, I try to answer questions about games and especially about video game hardware.

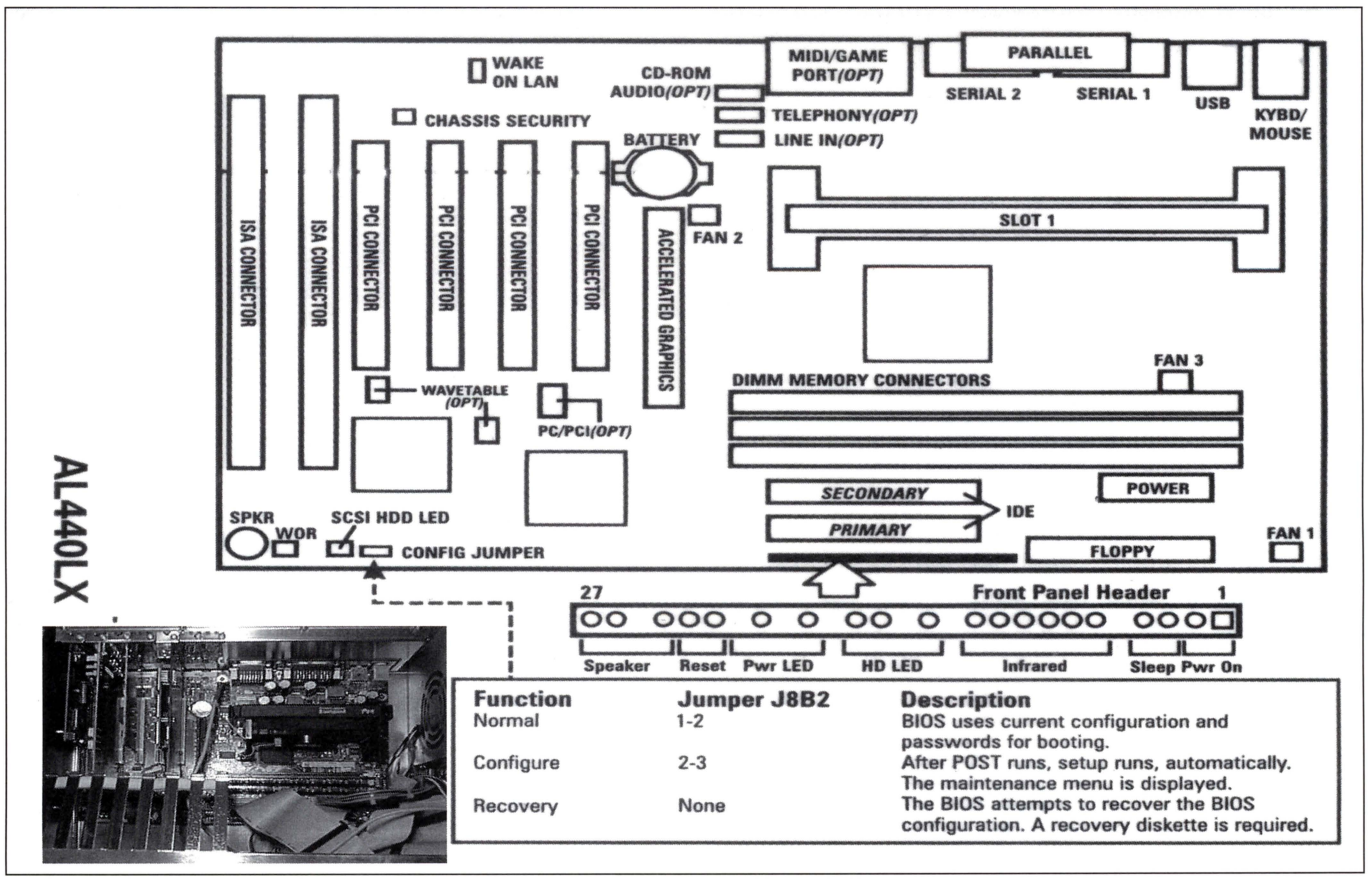
SYSTEMS, SYSTEMS, SYSTEMS

The video game part of the coin-op amusement industry has been driven by a couple of major factors: game concepts and hardware. Generally speaking, the two really go hand-in-hand. You can't create a video game unless the hardware can do what you ask of it, AND a game designer wants to take advantage of all the hardware can do, wringing out every drop of performance. That requires an intimate knowledge of the hardware system.

Hardware engineers work diligently to create a system that has the highest performance possible, while still remaining within the budget set for them. The budget...always a limiting factor in every engineer's design.

In the early days, video games were straight 7400 series TTL integrated circuits. There was no such thing as a game that used a microprocessor. There was no RAM. There was no ROM. Things were so primitive (by today's standards) that even the monitor's synchronization signals had to be created by a series of a dozen or so TTL counters and flip-flops that divided a 14.318 megahertz crystal oscillator all the way down to the 60 Hertz signal needed to synchronize the vertical deflection.

Moving images were created by dedicated circuits called slipping sync counters that created video "windows" able to move along the X and Y axis of the screen. Where the



Function	Jumper J8B2	Description
Normal	1-2	BIOS uses current configuration and passwords for booting.
Configure	2-3	After POST runs, setup runs, automatically. The maintenance menu is displayed.
Recovery	None	The BIOS attempts to recover the BIOS configuration. A recovery diskette is required.

What will you do with your CD's?
Recently, we held a contest for the most creative use for jukebox CD's (since our TouchTunes™ Digital Jukebox will be making them obsolete). Our favorite suggestion came from Ms. Della Askew, of Experiment, Georgia:
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windows intersected, a simple NAND gate detected their coincidence and created a small, square "ball;" 555 timer chips created the "paddles." The result was *PONG* or any of 100 knock-offs of the original *PONG* concept.

Eventually, small images were dumped into the windows, first by way of a primitive diode matrix (in an Atari game called *Space-Race*) and later by small PROMs. Black and white, of course.

In an arena like this, there was just no room for a "standard" hardware system. Each system had to be a dedicated, proprietary unit conceived and built to perform just one function—to play one specific game or, perhaps, a series of games that used more or less the same hardware.

It has been a really wild ride as TTL games got more and more complex. Double board sets began to come out. Atari's *Tank II* was one of the first double board sets, connected by a pair of fragile ribbon cables. And the boards got bigger and bigger and more and more complex, until in 1976, Midway Mfg. created the first true microprocessor system video game board. It was based on the Intel 8080 microprocessor. The game was *Gunfight.* As ugly a game as you can imagine with two cowboys shooting it out across a black and white screen under an amber colored gel. Truth be told, they were more like cowboy-shaped paddles than anything else. The game was uninspired and probably could have been made as a TTL game just as easily.

However, being microprocessor-based, it ushered in a new era in video games—reprogrammable, convertible game systems. The company's second release was much better; a submarine periscope shoot-'em-up called *Seawolf* that really was great. Game designers had begun to realize the abilities of the microprocessor and started to unleash its potential.

Best of all, from my standpoint, there was another reason to celebrate this new game. In order to change the game from *Gunfight* to *Seawolf*, all we had to do was change the "daughter" board. The mother board remained the same between these two games and for dozens of games to follow! What a concept! Instead of my having to learn a totally new system every time a new video game came out, I was able to learn this 8080 based system inside out.

With a mighty blast of prescience, Midway had predicted the future of video games—a system that used a standard mother board system with interchangeable cards for interchangeable games. The Midway system was very successful. That same 8080 based system was used for the wildly popular video game *Space Invaders* that, arguably, signaled the video boom that was to come to its fruition with such monster hits as *Pac-Man* (also a Midway game, licensed from Namco) and Atari's *Asteroids.*

That future was misplaced for a while, lost in the rapid pace of hardware development. As processing power grew and design engineers learned to squeeze more and more performance from the hardware, each new game, once again, had its own dedicated proprietary hardware.

And the years rolled on...through the late '70s and '80s as the number of dedicated video game hardware systems grew and grew...into the '90s with mountains of expensive,

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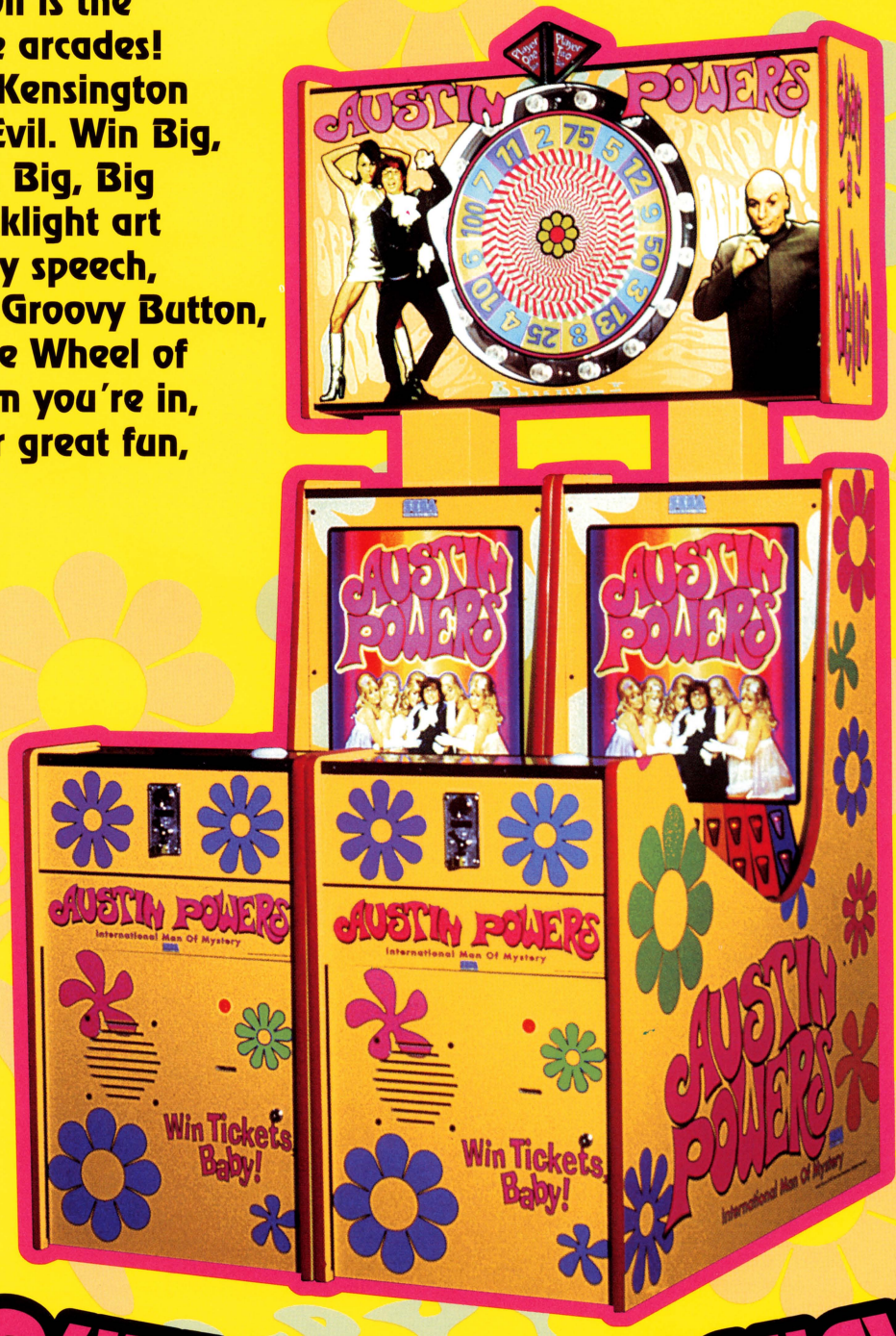

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dedicated PC boards. With the notable exception of SNK's highly successful Neo-Geo, each system was designed more or less from scratch, was in operation for just a year or two, and then tossed onto the scrap heap awaiting some inglorious fate in a landfill.

But no more! Based on Intel's Pentium II and state-of-the-art 3D graphics accelerator boards, PCs are, at last, powerful enough to create a new standard in video game hardware. And they do it with a budget that any game manufacturer's gotta love...it's FREE! Instead of spending millions of their own dollars creating a video game system that ends up on the bottom of the birdcage like yesterday's newspaper, video game manufacturers like Acclaim Coin-op are now utilizing Intel's $2.5 billion/year of R&D money to create a paradigm shift toward a high-performance, standardized video game system that is maintainable, upgradable, and already familiar to computer technicians around the world.

There is a new paradigm in microprocessor-based, coin-operated arcade video games with the introduction of the Open Arcade Architecture Forum and the Arcade PC. A new standard for video game hardware is born with Intel, Quantum3D, and Acclaim Coin-Op leading the way.

THE ARCADE PC

There's a group of people and companies you have probably heard about, the OAAF or Open Arcade Architecture Forum. Basically, it's a group of fellow electronics and computer geeks (I include myself) that have an interest in the world of coin-op video games and computers. The interest may be personal or capitalistic. I suspect in most cases, it's a little of both. Regardless, the goal of the OAAF is to promote the use of the PC as the engine for a new generation of video games; games based on the Arcade PC.

So what the heck is it really? I mean, what is the actual hardware we're talking about here? Obviously, the Arcade PC must be a screamer of a machine. It must support very fast texture-mapping as well. Remember that in a PC, polygon generation is the domain of the CPU. Faster machines permit faster generation. However, texture-mapping (the part of 3D computer graphics that makes everything look real or surreal depending on how it is applied) can be vastly improved by the use of a good 3D graphics accelerator.

The graphics accelerator is a board that plugs into the computer's PCI bus or in the new, even faster AGP (Accelerated Graphics Port) bus. The new AGP standard for PCs is a dedicated graphics bus that runs at 66 Mhz; twice the speed of the PCI bus.

So what are the actual specifications? Just what kind of an excellent computer are we talking about here? The answer (for the moment) is Pretty Damned Excellent! Here are the specs as Intel and the OAAF see them:

To implement the goals, the system should include:

1. **Pentium(r) II processor at 233MHz or faster**
   - 512 KB Level 2 cache support
   - Low-profile form factor (NLX uniprocessor mother board)
   - System RAM

   32 MB minimum, expandable to 256 MB of EDO or SDRAM

2. **High performance 2D and 3D graphics acceleration**
   - 4+ MB graphics RAM
   - ATI 3D Rage Pro or equivalent 2D performance
   - Must support DirectDraw version 5 or later, Windows 95, 98, and NT
   - 3Dfx Voodoo Graphics or equivalent performance—181 ZD 3D Winmarks 1.0 recommended
   - 400+ Kpoly/sec sustained geometry processing rate
   - 45+ Mpix/sec peak fill rate for 3D bilinear-filtered Gouraud-shaded Z-buffered (What the heck is that all about? Talk about geek-speak!)
   - Dithered 16-bit-color texture-mapped
   - 4+ MB of texture memory

Graphics options:

- TV output (NTSC/PAL S-Video) option as required to connect to large monitors
- MPEG-2 decoder hardware
- Video capture
- Multiple monitor support
- Stereo-enhanced 3D DirectSound-compatible audio

16-bit 44kHz Sound Blaster Pro compatible Dolby Digital (AC-3) surround sound decoder (software or hardware) (Optional) Hardware downloadable wavetable synthesis Connectivity

- 100 Mbps Ethernet—Intel EtherExpress(tm) PRO/100B PCI LAN, or equivalent
- 56.6 Kbps internal modem, H.324 compatible; ISDN/T1 line preferred.
- Bus-master IDE controller with up to 4 IDE drives

Supports "Ultra 33" synchronous DMA

Optional:

- 16x CDROM drive
- DVD drive

2 Universal Serial Bus 1.0 (USB) connectors

- PCI 2.1 compliant with 3 PCI expansion slots
- At least 2 ISA expansion slots, 1 shared with PCI
- Optional copy-protection - via parallel-port "dongle" or "key"

CPU & Cache

The system should use a Pentium-II processor and an L2 cache at least 512KB in size. Using the SEC (Single Edge Contact) module, the mother board should allow processor and cache upgrades to higher clock rates beyond the initial speed. Some motherboards will allow dual-processor configurations.

System memory

32MB RAM is the minimum required, and 64MB is recommended. Some applications, especially those based on OpenGL and/or Windows NT may run better with more. Total add-in expansion RAM capacity should be at least 256MB.

Power supply

The power supply should support the following features:

- Thermostatically controlled fan.

• Power Factor Correction (PFC).
• APM compliant
• Surge-protected against external voltage variations, either via external surge protector or internal

A smart uninterruptable power supply may be necessary in many situations to prevent disk data corruption or loss of receipt information upon power loss. Companies such as American Power Conversion (www.apcc.com) provide PC supplies, which can interrupt the processor to notify it of power failure, allowing the OS a graceful shutdown before actual termination of supply. Without a graceful shutdown, the reboot process upon power restoration may lead to the so-called "safe mode" 16-color GUI with Windows 95. Then another second reboot is required to attain full graphics functionality. And on rarer occasions, disk data corruption could occur if power is lost during a disk write.

GRAPHICS

A good choice for coin-op graphics hardware is a fast 2D-accelerator card or motherboard solution, combined with a Quantum3D Obsidian graphics 3D accelerator on the PCI bus. A variety of 3Dfx-based cards are available from Quantum3D, Orchid, Diamond, and others, with a variety of memory sizes for display and for texture caching. Quantum3D sizes range from 2MB + 2MB to 4MB + 8MB (display + texture), so software will need to scale to this variety of texture RAM capacity.

Depending on availability, graphics hardware may be a 64-bit Accelerated Graphics Port (AGP) solution, such as ATI 3D Rage Pro, NVIDIA's RIVA128, Intel740, or others. An AGP controller should use "AGP execute mode," with the ability to texture directly from main memory. Other high-end home-platform 3D cards, based on chips such as Rendition Verite, 3Dlabs Permedia or Glint, and NEC PowerVR and such workstation-level cards as Real3D and AccelGraphics may suit the arcade.

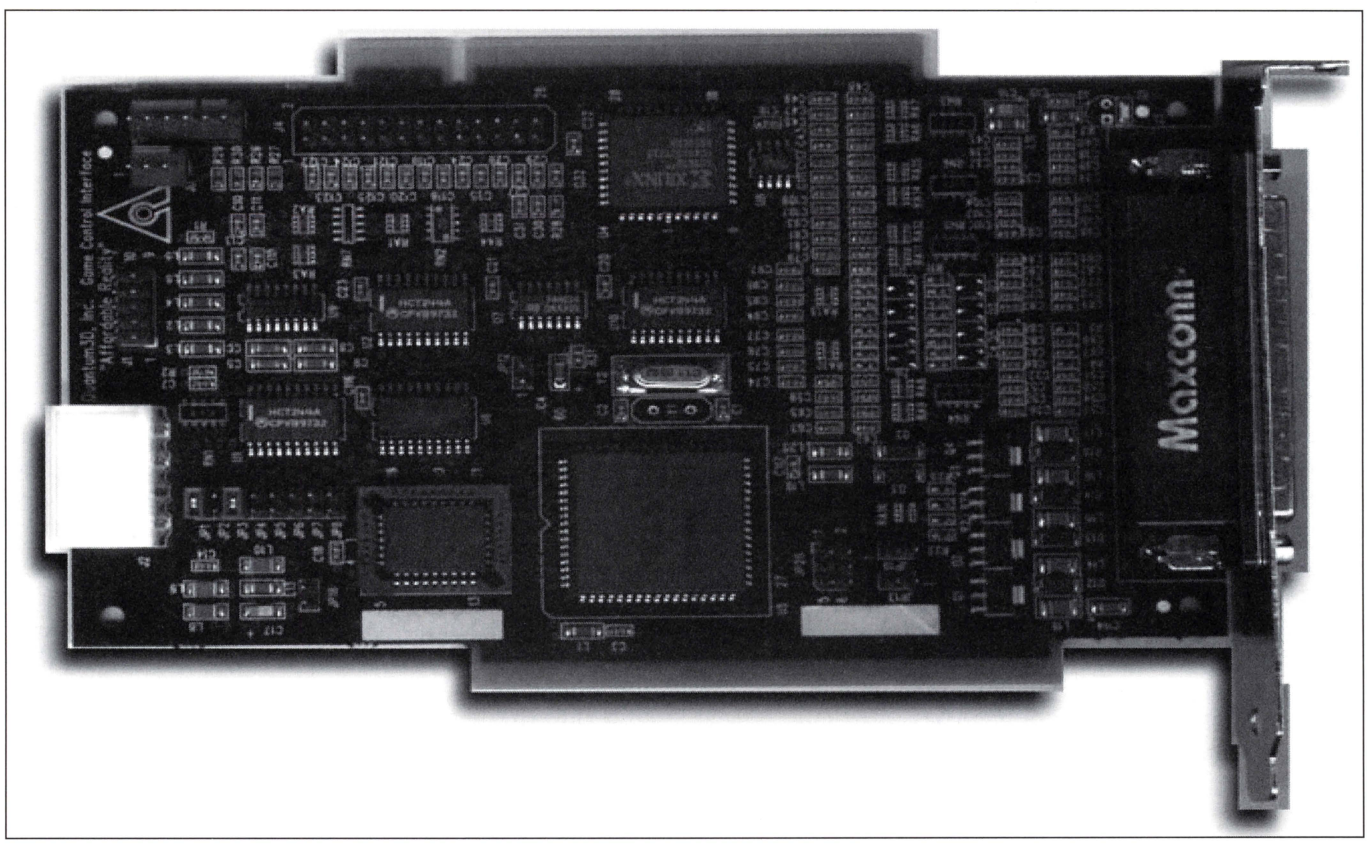
Whatever the bus, the following graphics and video features are recommended:

• 800x600x 64k colors, or greater
• Display refresh scan rates: 60 Hz minimum
• 4 MB SGRAM or SDRAM minimum (8-16 MB recommended)
• High quality TV-output capability (NTSC & PAL)
• Video input capture option (NTSC, PAL, and S-Video)
• Multiple display or multi-monitor support
• VESA/Multimedia feature connector (internal header)
• DB-15 DDC2B VGA connector

QUANTUM3D'S ARCADE PC

As I mentioned, I enjoy learning about new hardware and new systems. As *Play Meter's* technical editor, it's my job to report on them. When I got my first look at Quantum3D's Arcade PC, I just about flipped! It's a real thing of beauty.

I suppose only a technician can really appreciate it because its beauty seemed to be lost on my wife. She couldn't understand it when I'd caress its rugged, anodized aluminum front panel with the lockable, hinged front plate. She couldn't comprehend the thrill of being able to open the top and have complete access to everything inside by



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removing just three superbly machined, precisely recessed machine screws. She didn't see the joyous pleasure that could be derived from a hard drive that with the turn of a key can be pulled out and put back in with ease.

For a PC to survive in a harsh, arcade environment, it has to be well constructed. There's just no way that an off-the-shelf, commercial PC meant for home use is going to survive in an environment that will literally shake integrated circuits right out of their sockets and suffer temperature extremes from just above freezing to temperatures of 120 degrees Fahrenheit or more. Add to that the humidity and corrosion of operating on the boardwalk of a seaside resort and you begin to get the picture.

As a creator of combat simulators for use in military training, Quantum3D knows what it takes to satisfy the requirements of the most demanding of customers and operating conditions. To meet the needs of the coin-op arcade, Quantum3D has taken the initiative to create a ruggedized system that works!

The hard drive is not only removable but it is shock-mounted as well. This is extremely important to the survival of the hard drive. Those heads are just barely above the surface of the drive's hard disk. But if the head touches the spinning disk, it destroys the surface, possibly (probably?) taking the head along with it. Regardless, vibration and mechanical shock can kill the drive.

Surely anyone who has spent any time in an arcade has seen the type of abuse the machines receive at the hands of angry, frustrated, or just plain exuberant players. They're anything but gentle. Our number one service call is replacing solid-steel joysticks that have been ripped from the control panel by adolescent boys pumped full of adrenaline by a few rounds of *Mortal Kombat!* An off-the-shelf PC has a hard drive that's screwed directly onto a mounting bracket and that onto the frame of the PC. It will not hold up.

Additionally, the cards that plug into the mother board must be securely fastened as well. Additional security is provided in the form of a hold-down bracket that secures the cards in their sockets.

HEAT KILLS

Heat kills electronic components. Semiconductors do not like to run hot. Not at all. It gets hot inside a video game cabinet. The monitor itself generates a lot of heat. Inside the hot cabinet, we install a box and in that box, another couple of heat sources: the power supply with a built-in fan that exhausts the heat from the inside of the power supply box to the outside of the box and the Pentium II processor which is itself in its own little box (or cartridge) with its own little cooling fan. Add to that a bit

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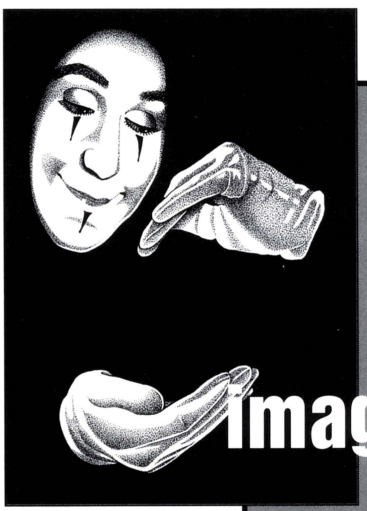

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"HANDS-ON" TRAINING

with Play Meter Magazine's Technical writer, Randy Fromm

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Las Vegas, NV — *Betson Dist. Co.*	May 11-15, 1998
London, England — *Deith Leisure*	June 1-5, 1998
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of heat from the graphics card and other plug-in cards and you add insult to possible injury.

The Quantum3D Arcade PC system has three fans to cool the inside. In addition to the built-in CPU fan on the Pentium II and the exhaust fan that is de-rigeur in all computer power supplies, this system also sports a high volume intake fan that brings in large volumes of air through a removable, cleanable air filter and blows it across the plug-in cards and past the CPU as it makes its way to the exhaust.

GCI—GAME CONTROL INTERFACE

One of the things that sets coin-op games apart from consumer games is the variety of different player controls we use. In addition to the usual joysticks and pushbuttons, you'll find driving games with steering wheels and gearshift mechanisms, accelerator, brake and clutch pedals, handlebars on a bicycle or motorcycle game, a flying simulator complete with the rudder pedals, stick and "pickle" for launching missiles and firing a cannon, trackballs for everything from a game of football to a line of bowling or a game of solitaire, or a variety of other devices that allow the player to communicate with the computer.

Add to that sensors that tell the computer what's happening with other parts of the game such as position indicators and coin switches, and outputs from the computer that are used to control devices such as lights, solenoids and motors, and it's all lumped together under the heading of "interface."

Interface has always been an important part of game design. It's a place where we see the wheel being reinvented again and again. Every time a new game is designed, someone's gotta figure out some kind of an interface. At the very least, input latches have to be used to read a switch closure and pass it along to a data bus. In some cases, an optical coupler is used and so the input signal may require conditioning.

Still other inputs are analog, using a potentiometer to provide a linear voltage change with respect to position. When you lean into the turn on a motorcycle game such as *Suzuka 8 Hours*, for example, you are turning a small gear on the shaft of a potentiometer that's mounted under the body of the motorcycle. The output voltage of the potentiometer changes as you lean one direction or the other. This voltage is then passed to an analog-to-digital converter on the game's logic board. The ADC translates the changing voltage into numbers that are latched and passed to the data bus so the CPU can tell which way you're leaning.

Anyway, my point is that regardless of what type of game you're designing, you need to have some kind of interface. The better the interface, the better you can react to and manipulate the "real world" by reading all types of player controls and making stuff happen like driving lamps, fans, motors and all types of "force feedback" player controls that are essential to the realism of simulation games and can add a whole new dimension to games in general.

Since inputs and outputs fail the most in just about any electronic system, techs find themselves working on these circuits a lot. Another advantage to the Arcade PC is that a standard interface card can be used for just about any game. Game designers can design around the standard card without having to waste time with redundant interface design. By designing a standard and versatile game control interface, Quantum3D has done the hard work, freeing the designer to concentrate on doing what he does best and that is the game itself.

The GCI board is really an excellent device, with eight analog inputs, two optical inputs for things like trackballs or mice, 16 fully debounced digital inputs, four outputs that are ground-switched FETs rated at one amp (at up to 30 volts) and force-feedback support. These are all in addition to the eight standard inputs found on any typical video or arcade game for coin switch or bill acceptors (including an on-board register that will accumulate up to 128 coin drops), two start buttons, a couple of service switch inputs, a tilt input, and a test switch.

The GCI also addresses a situation that happens from time to time on just about all computers. For some mysterious reason, they lock-up. I've given up trying to explain it. Just a weird quirk about 'em. Kinda makes 'em seem a bit human. They just goof up sometimes and everything freezes.

No big deal when you're sitting right there in front of the box. Even the newest computer user knows that when all else fails, you hit the reset button. But in this application, it has to happen automatically. If anything happens and the CPU locks up, it has to reset itself or the game will go down and stay down until someone interrupts the power and the power-on reset occurs.

Enter "watchdog" to the rescue. The watchdog timer checks for a system hang and after a programmable period of time of system unresponsiveness (say that three times quickly) will reset the CPU by toggling the hardware reset line. Watchdog is a part of the CGI.

Author's note: I guess the bottom line is that I am excited about the Arcade PC and how it's going to make my job as a game technician much easier. Of course, a PC is a PC regardless of whether it's in a video game or on a desktop. In that regard, there is another advantage to the Arcade PC in that all the technical skills required to work on them are directly transferable to PC repair of all types. Job security, huh?

I have a few more classes planned for 1998 in Atlanta, Las Vegas, London, and Chicago. If you're interested, contact me for details. Until then, see you at the Arcade School. ▲

Randy Fromm, 1944 Falmouth Dr., El Cajon, CA 92020; (619)593-6131; fax (619)593-6132; e-mail (randy@randyfromm.com); Web site (http://randyfromm.com).

600FST BILL ACCEPTOR

After several years of engineering design and testing, Standard Change-Makers announces the release of its newest bill acceptor, the 600FST, which is now standard equipment in all machines previously equipped with the System 500E. It is also available in retrofit kits for older machines.

Completely compatible with the earlier system, the new 600FST offers superior performance and reliability. Its Flexible Sensing Technology utilizes improved optical checks as well as new magnetic sensing that offers unrivaled protection against counterfeiting and theft.

All acceptors, as well as machines equipped with System 600FST, are protected with a two-year warranty. They can be programmed for up to eight different bills which will allow customers to accept both the present currency as well as the new redesigned currency as it becomes available. Standard will provide free updated software for the new bills during the warranty period.

For more information, contact Standard Change-Makers, (317)899-6966; fax (317)899-6977.

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The pre-paid phone card industry hit sales of over $1 billion last year, and sales of phone cards are projected to exceed $5 billion by the end of the year 2000. The Model 717 comes with a one-year warranty, is FCC approved and line-powered, and can be mounted to the wall.

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The six new packages include two versions of Smarties Candy Money in metallic and yellow pouches with chrome coins printed on them. Other new products include Wonka Tart n Tiny, Smarties Tarts, Wonka Runts, and Spree.

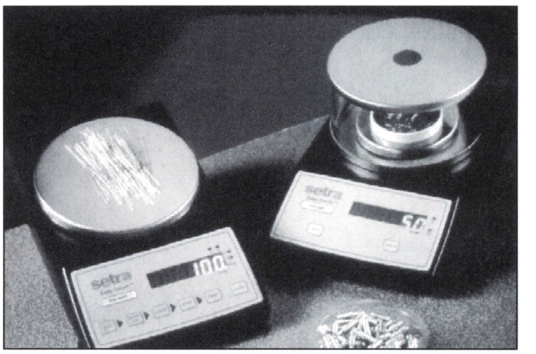
For more information, contact S & B, (314)588-7103; fax (314)588-7104.

TWO-WAY RADIOS

Creative Works presents another addition to its line of support products for the entertainment industry, Motorola professional two-way radios, to help keep the lines of communication open and timely between employees.

These products will be marketed to bowling centers, skating rinks, FECs, laser tag centers, nightclubs, and other entertainment venues in need of clear and efficient communication.

For more information, contact Creative Works, (317)834-4770; fax (317)834-4771; e-mail (creativeworks@msn.com).



EASY COUNT SCALES

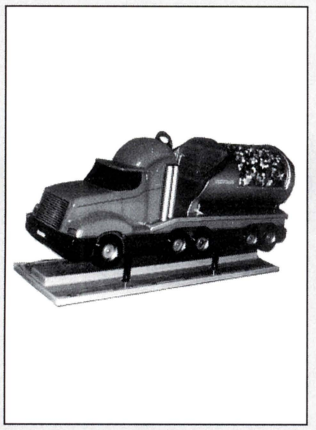
Setra Systems announces the new Easy Count series of electronic counting scales. Designed for ease of use, these affordable scales are available in both six- and two-key versions making them ideal for material handling and inventory application controls.

The Easy Count employs Setra's award-winning variable capacitance technology, which allows the scales to maintain a low profile and requires few parts, thereby, offering better reliability.

The Easy Count is available in capacities of 500 gram, 2,000 grams, and 5,000 grams. Standard features include an LED display, bi-directional RS-232 communications, and a stainless steel weighing pan.

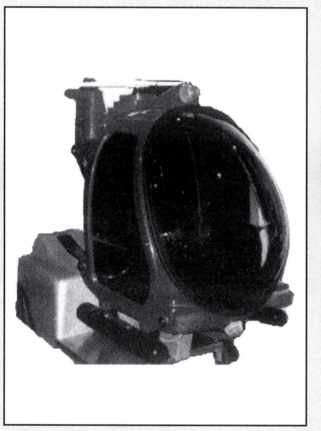
For more information, contact Setra Systems, (800)257-3872; fax (978)635-9551; e-mail (scale.sales@setra.com); Web site (http://www.setra.com).

KIDDIE RIDES



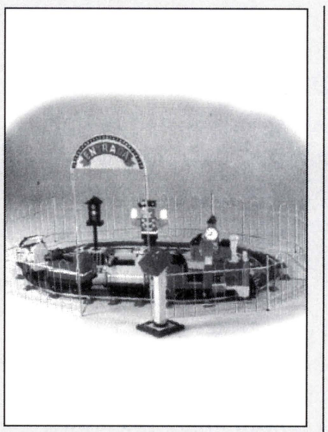
Gum Ball Tanker
Astro Distributing
(309)786-7066;
(800)797-7066

This unique ride is really two in one. There are the gumballs (with its own cash box) and the semi-truck complete with dual smokestacks. While the child rides, the parents can buy a gumball.



Helicopter
Astro Distributing
(309)786-7066;
(800)797-7066

This hydraulic ride is only one in Astro's line of hydraulic rides which also includes the Space Shuttle, UFO, Airplane, and others.



Fiesta Train/Express Train
R.H. Belam
(516)292-2670

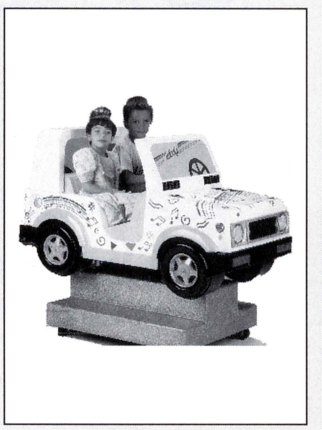
Kids take a trip around the track on pint-size locomotives. Perfect for FECs, malls, arcades, etc. They come complete with locomotive, caboose, track, fence, and accessories. Slat belts are standard. Comes in both coin or attendant operated.

Swiss Boy
R.H. Belam
(516)292-2670

This unique ride features a see-saw and a new friend. The child inserts his coin and hops into the seat on one side. On the other side is a little boy dressed like a Swiss lad smiling at the fun. It features digital sound and electronic time control. It has a colorful fiberglass body and smooth motion.

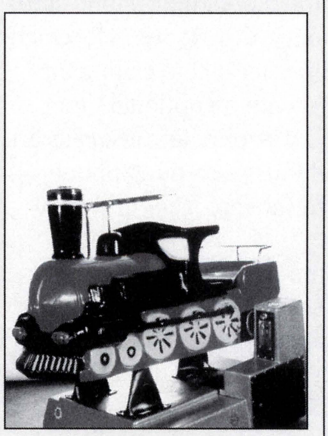
Dozer
R.H. Belam
(516)292-2670

Children are attracted to the dozer because they see them at work sites. They can pretend to move the earth on this colorful fiberglass ride with smooth motion.



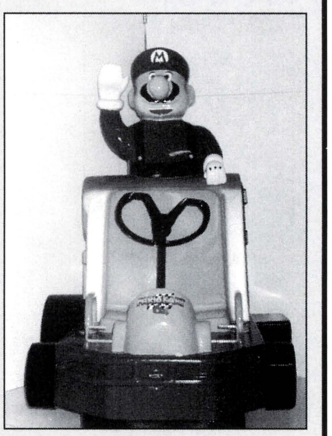
Belita 4x4
R.H. Belam
(516)292-2670

This attractive car will beckon youngsters to hop on board for a thrilling ride. Comes in a variety of colors and models.



Locomotive
R.H. Belam
(516)292-2670

We've said it before and we'll say it again, kids love trains! This locomotive offers sound effects and lots of action.



Mario Kart 64
Carousel
(573)392-7122;
(800)325-3353

Yo, Mario! This ride is based on Nintendo's renowned video game character. It has a new "value ride"option, which allows customers to use a $1 bill for a three-minute ride. It also comes with a quarter acceptor.

KIDDIE RIDES

Smoky Bear Jeep
Carousel
(573)392-7122;
(800)325-3353

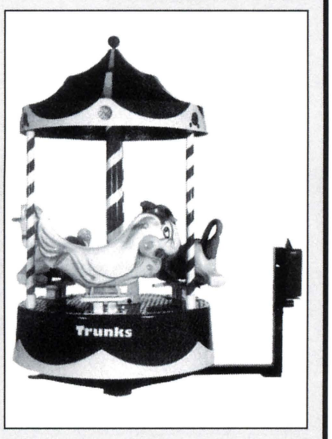
America's most lovable fire prevention expert is now the theme of a kiddie ride. The two-seater ride brings an important fire prevention message to kids via an audio sound chip.

G.T. 4.0 Racing Coupe
Carousel
(573)392-7122;
(800)325-3353

This racing fantasy for youngsters features an AM/FM stereo, instrument panel LED chaser lights, working horn, custom decals, high-density fiberglass, and aluminum floorboard. There are a number of optional accessories like seat belts and side mirrors.

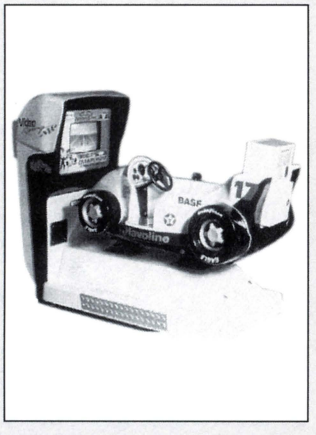
Skycopter II
Carousel
(573)392-7122;
(800)325-3353

This combines the value of a kiddie ride with the experience of a virtual reality attraction. Features include digital-quality surround-sound, joystick/throttle with six degrees of motion freedom, user-activated buttons for firing splat balls at flying objects, and an instrument panel.



Merry-Go-Round
Carousel
(573)392-7122;
(800)325-3353

The thrill of a carousel ride never dies. This is three rides in one with pony, donkey, and eleduck characters. It features irresistable calliope music and colorful decals and trim.

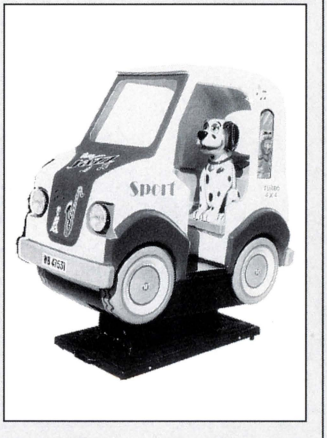


Speedster II
Carousel
(573)392-7122;
(800)325-3353

This racer features a video screen so little tykes can enjoy the action they see on big video driving games. Kids get into the realistic race car, complete with sponsor decals, and the adventure begins.

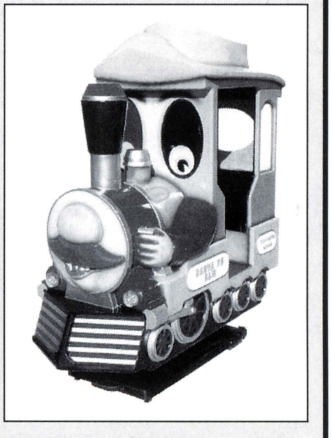
Safari Jungle Jeep
Carousel
(573)392-7122;
(800)325-3353

Kids will love the realistic black and white zebra striping, a bold yellow seat, and an adorable monkey perched on top of the cage. There are 10 different animal sounds, two steering wheels, LED chaser lights, and flashing headlights and taillights.



Jazz Car
Coastal
(732)905-6662

This jazz van comes complete with a new friend, an irresistable dalmation just waiting to take a ride with his young driver. It is jazzed up with colorful, appealing graphics. It is 57" long x 28" wide x 60" high.



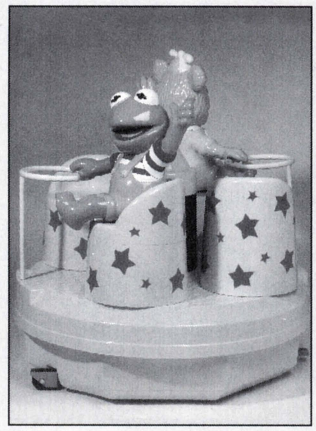
Santa Fe Sam
Coastal
(732)905-6662

Trains and really adorable characters are two things children love and both are rolled neatly and cleverly into this appealing ride.

KIDDIE RIDES

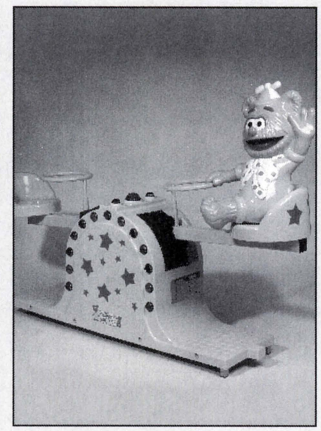
Park Ranger
Coastal
(732)905-6662

This jungle safari-looking jeep features an adorable lion cub hiding out on the roof of the vehicle. In the back a baby giraffe peers out. It comes with all the standard features of the Whittaker Bros. line including a handle in front and rear castors for easy moving and self-colored fiberglass.



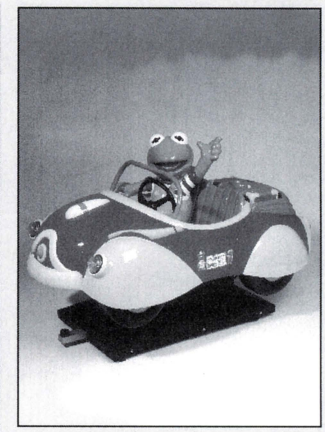
Muppet Babies Carousel
EMT
(630)860-5100;
(800)207-9910

This two-seat carousel allows young riders to sit with Kermit and Fozzie as they rotate around. The ride features a gel coated fiberglass shell and underframe rollers for easy transportation and set-up.



Muppet Babies Music Swing
EMT
(630)860-5100;
(800)207-9910

This ride gives its young riders the opportunity to sit opposite their favorite Muppet Babies characters as they rock back-and-forth in a teeter-totter motion.

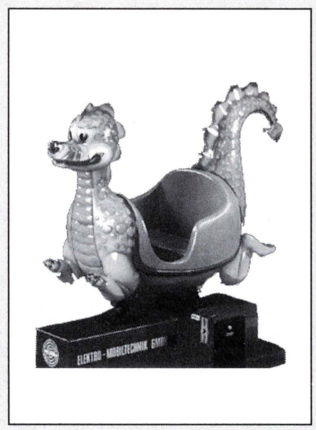


Muppet Babies Car
EMT
(630)860-5100;
(800)207-9910

Young children can't wait to hop on and go for a drive with the Muppet Babies. The ride comes with actual driving motion and sound.

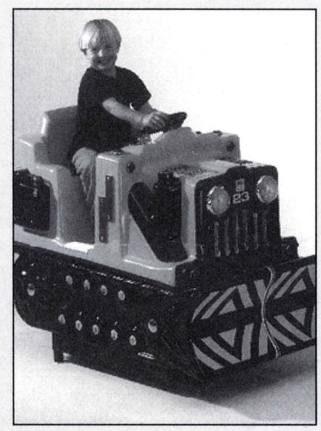
Sports Car
EMT
(630)860-5100;
(800)207-9910

This is one of EMT's value line, a series of lower priced rides that include all the safety and durability of higher priced rides. This car has a sleek appearance and real driving motion.



Nesse
EMT
(630)860-5100;
(800)207-9910

This tame monster is not quite as foreboding as the real one. The rocking motion makes the child feel like he's riding on the monster's back. It features music and monster sounds. This is one of EMT's standard line that includes industry favorites.



Dozer
EMT
(630)860-5100;
(800)207-9910

Youngsters control the ride with its two motors and back and forth motion with the pull of the joystick. This is another one of EMT's standard line that is one of the industry favorites.

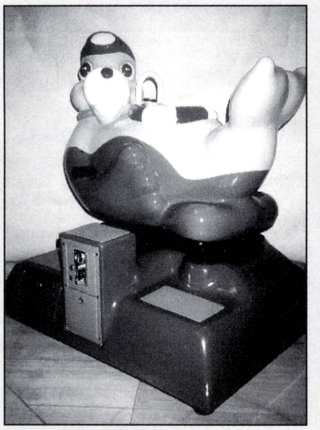
SkyWolf 2000
EMT
(630)860-5100;
(800)207-9910

Young riders will love the control they have over this truly interactive ride. A pull on the joystick controls the upward and downward movements and it has the sounds of a control tower. This is one of EMT's interactive line that gives riders control over certain ride motions and sounds.

KIDDIE RIDES

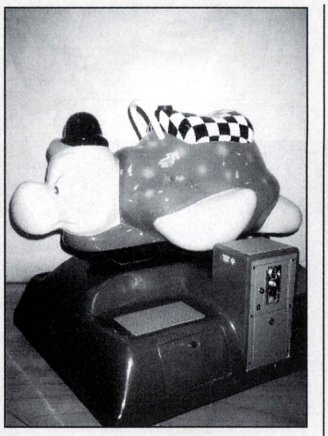
Mercedes 2000
EMT
(630)860-5100;
(800)207-9910

When the young driver steps on the gas pedal the car speeds up and when he puts on the brake the car slows down. The youngster has control over the movement and can create sound effects with a press of the horn on the dashboard. One of EMT's interactive line.



Seal
Entropy U.S.A.
(630)616-1615

This appealing pink and blue baby seal with a red and white seat, just waiting for a young rider, features high-impact fiberglass and adjustable playing time.



Turtle
Entropy U.S.A.
(630)616-1615

Now here's a cutie for youngsters with its top hat and colorful color scheme. It features high-impact fiberglass and adjustable playing time. Also available: Puffer Fish.

Firetruck
Falgas U.S.A.
(305)471-0476

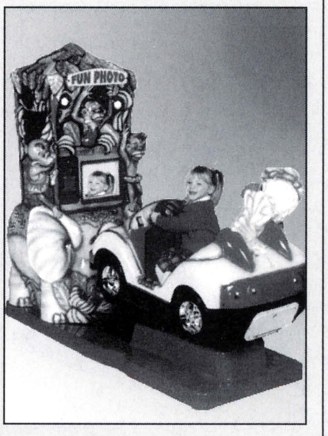
This most recognizable vehicle comes with music, flashing lights, gas pedal, steering wheel, sirens with different emergency sounds, and a bright red color.

UFO
Falgas U.S.A.
(305)471-0476

This is a mechanical/elevator ride with flashing lights and two handles which make space sounds. It goes up and down slowly.

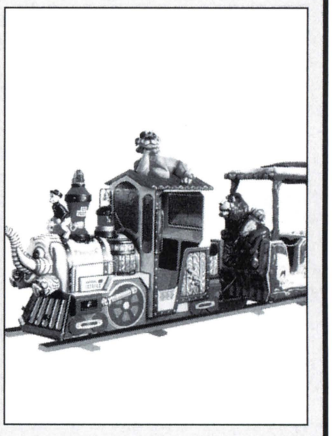
Goldwind
Falgas U.S.A.
(305)471-0476

This motorcycle is one of five different motorcycle styles. Another popular one is the Moto Police. Both come with sound and flashing lights.



Fun Photo
Falgas U.S.A.
(305)471-0476

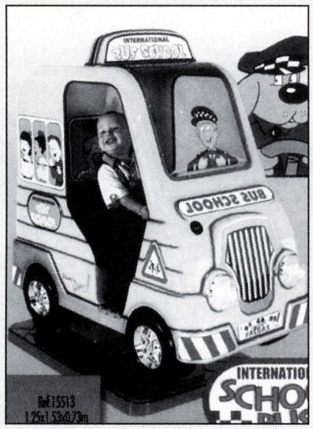
This is a kiddie ride/photo booth combination. The kiddie ride has music, sound effects, gas pedal, and flashing lights. The child walks away with a color picture.



Safari Train
Falgas U.S.A.
(305)471-0476

Kids have an opportunity to ride an animal train with a giraffe, monkeys, zebra, birds, lions, and an elephant. As the train goes around the track it makes different animal sounds along with music. It comes with four wagons and 100 feet of track.

KIDDIE RIDES

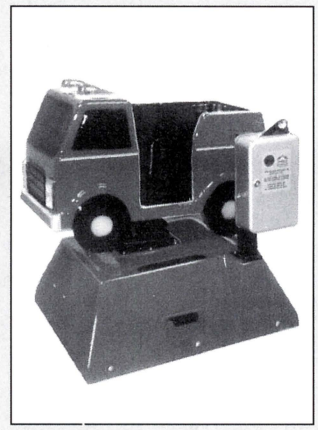


School Bus
Falgas U.S.A.
(305)471-0476

Little children love to pretend they're going to school and this bus will let their imaginations run wild. There are flashing lights, a gas pedal, music, and even a steering wheel.

Triple Ponies
Fun Riders
(817)481-3273;
(800)779-0656

Three attractive horses sitting on a base offer their young riders enticing sounds as they rock in a back and forth motion.

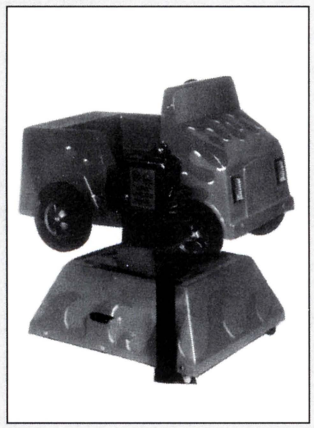


Fire Truck Jr.
Fun Riders
(817)481-3273;
(800)779-0656

This ride is ideal for those indoor locations where space is at a premium. Children will still love hoping aboard and racing to the nearest "fire."

Big Red
Fun Riders
(817)481-3273;
(800)779-0656

This larger version of the popular fire truck features horns and flashing lights. Sirens scream all the way to the "fire."



Beach Van
Fun Riders
(817)481-3273;
(800)779-0656

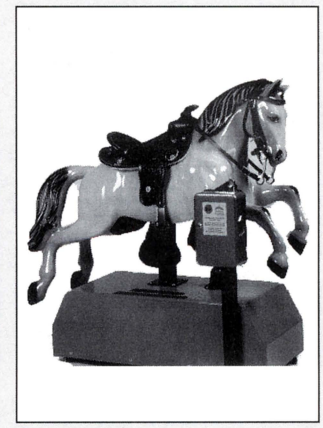
This little four-wheel dune buggy-type vehicle will catch children's attention as they imagine they're driving the beaches of Daytona or whatever their favorite beach would be. It's complete with Beach Boys music.

Bucky Jr.
Fun Riders
(817)481-3273;
(800)779-0656

It's also called the fancy pony because of its decorated bridle, saddle, and unique shape with alluring colors. The fiberglass body is made to accentuate the realistic look of horse hair.

Army Shuttle
Fun Riders
(817)481-3273;
(800)779-0656

The ride was designed after the space shuttle, but the company found that kids love it even more with an army theme and camouflage-type color scheme. Children are fascinated with the horn, flashing lights, and steering wheel. The music is the popular rock classic, "Danger Zone."



Rodeo Pony
Fun Riders
(817)481-3273;
(800)779-0656

This full-size pony with long legs features a simulated leather saddle for a more realistic look. There are carousel sounds to accompany its young cowpokes.

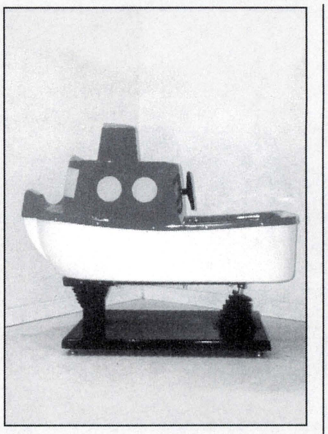
KIDDIE RIDES

18-Wheeler
Kiddie Amusements
(601)845-7501;
(800)647-6460

The 18-wheeler gives the feeling of driving the "big rig" up and down the highway. It seats two children—one in the cab and the other in back. These trucks are available in a basic red or blue gel-coat.

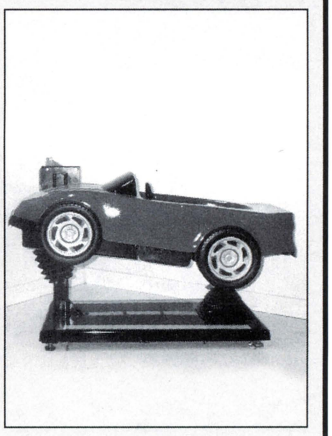
4 x 4 Truck
Kiddie Amusements
(601)845-7501;
(800)647-6460

This 4 x 4 truck gives the bigger kids the feeling of riding through the fields in dad's truck. It seats two children—one driving and the other riding in the back. It is available in blue or red gel-coat.



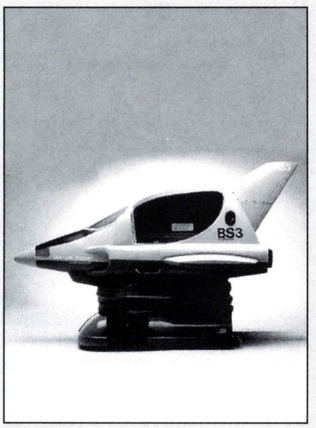
Tug Boat
Kiddie Amusements
(601)845-7501;
(800)647-6460

This tug boat lets kids make believe they are "tugging" down the river. It is available in basic red or blue gel-coat. It's 58" long x 40" wide. Also available: Hydro Boat.



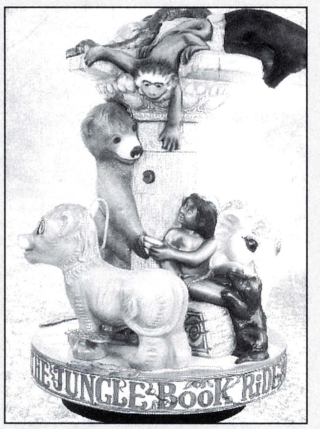
Vette
Kiddie Amusements
(601)845-7501;
(800)647-6460

This classic car never loses its appeal for children or for adults. In this one, children will fantasize about racing through the city as fast as they can go. Comes in red or blue gel-coat. It's 45" long x 28" wide. Also available: Kopter.



Flight Simulators
The Kiddie Ride Co.
(412)963-1101

They're hot, sleek, and beautiful. And they're interactive. Using the joystick and throttle, the rider re-creates flight. There are engine sounds, firing buttons, and pilot-to-base communications just like the real thing. Two styles available: Stealth BS4 and Skyhawk Raider BS3.



The Jungle Book Ride
The Kiddie Ride Co.
(412)963-1101

This is a themed carousel, two-seat ride that has real jungle and drum sounds, Jungle Book story characters, and a high-quality finish.

Super Car
The Kiddie Ride Co.
(412)963-1101

Gel-coat finish in pastels or custom metal flake and lots of interactive buttons and futuristic space sounds make this ride an exciting choice for a wide range of ages.

Lifting Helicopter
The Kiddie Ride Co.
(412)963-1101

Comes in both electromechanical or hydraulic. Both have all the necessary safety features of a lifting ride. Includes interactive sounds with controller joystick. Available in custom metal-flake and gelcoat colors.

KIDDIE RIDES

Breakdown Truck
The Kiddie Ride Co.
(412)963-1101

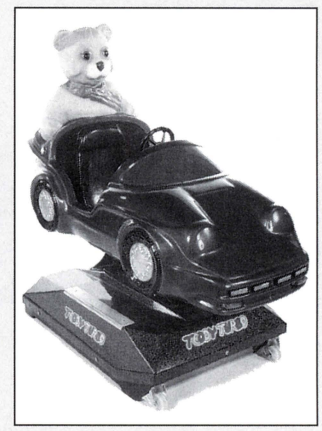
This two-seater is a real tow truck design with tow truck sounds, metal stack pipe detail, flashing lights, and many other extras. All rides ETL/UL-22 and CSA approved. Available in custom colors, metal-flake, and solid gel-coat finish.

Fire Truck
The Kiddie Ride Co.
(412)963-1101

Kids seem to love fire engines and this one is detailed with real fire engine sounds, metal stacks and ladders, and is available in custom colors, metal-flake, or solid gel-coat finish.

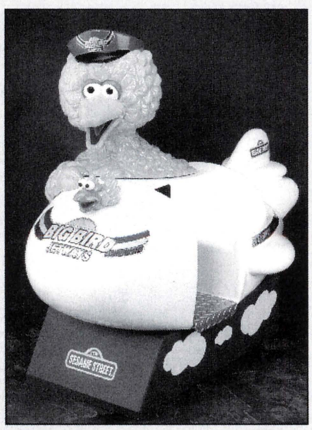
Formula One Racing Car
The Kiddie Ride Co.
(412)963-1101

Kids, start your engines, you are now part of the U.S.A. Formula 1 Racing team. This LeMans-style designed race car has real racing sounds. It is ETL/UL-22 and CSA approved.



Teddy/Polar/Panda Turbo Car
The Kiddie Ride Co.
(412)963-1101

Teddy, Polar, and Panda Bear pals are snuggled close behind the rider in these mini-themed rides. Interactive sounds and metal-flake finish make these cars a perfect ride for the child and his favorite bear.



Big Bird Jet Ways
Kiddie Ride Enterprises
(516)586-6059;
(800)858-7433

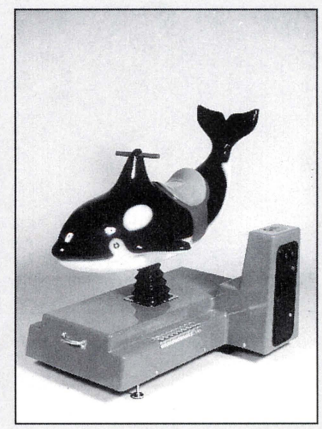
It's a bird, it's a plane, it's both! Big Bird, probably the favorite Sesame Street character, is waiting to fly his young customers to wherever their imaginations take them.

Elmo & Zoe's EZ Rider Racecar
Kiddie Ride Enterprises
(516)586-6059;
(800)858-7433

Kids will simply love getting behind the wheel in this bright yellow race car along with Elmo and Zoe. The ride is constructed to be user-friendly featuring quality construction.

Bert & Ernie's 123 Fire Engine
Kiddie Ride Enterprises
(516)586-6059;
(800)858-7433

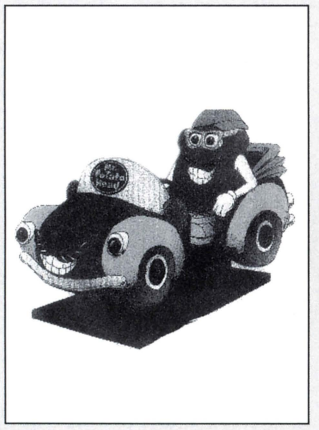
Ah, to be young again and ride to the biggest "fire" with Bert and Ernie in this high-quality very appealing fire engine with unique features including the "accu-track" exclusive ride drive motion system.



Namu the Whale
Kiddie Rides and More
(305)557-8356

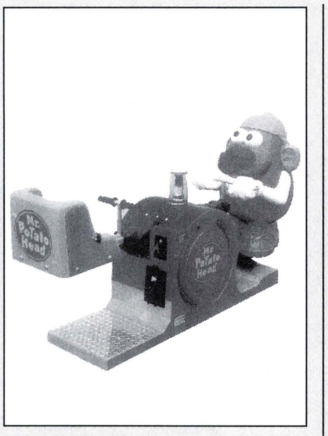
He's everyone's favorite whale awaiting kids to drop their coin. This durable ride features a black and white whale with a colorful blue and green saddle.

KIDDIE RIDES



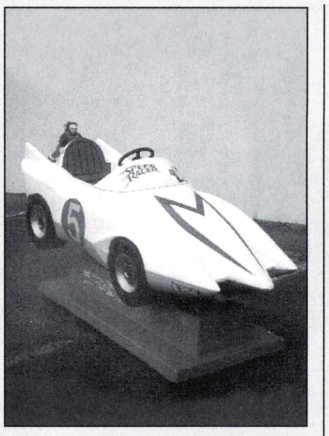
Mr. Potato Head Car
Kiddie Rides USA
(303)399-7191;
(800)448-6888

Children will love riding with the most famous spud of all time. He sits in back of the car while the child "drives."



Mr. Potato Head Tator Totter
Kiddie Rides USA
(303)399-7191;
(800)448-6888

This ride features the famous Mr. Potato Head on a see-saw. The child climbs on one side and Mr. Potato Head is on the other side.



Speed Racer Car
Kiddie Rides USA
(303)399-7191;
(800)448-6888

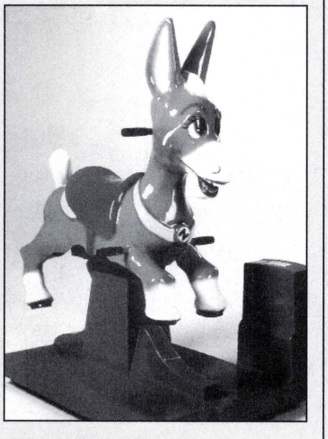
This ride is based on the popular cartoon series. It's white with bold racing stripes just like a real one! Kids grab the steering wheel and they're off to the Daytona 500. There are sounds that take the rider out to the track. The speed racer character also talks to the child during the ride.

Tonka Mighty Dump Truck
Kiddie Rides USA
(303)399-7191;
(800)448-6888

These trucks are not just for adults anymore! Kids can jump into a realistic dump truck emblazoned with the recognizable Tonka name.

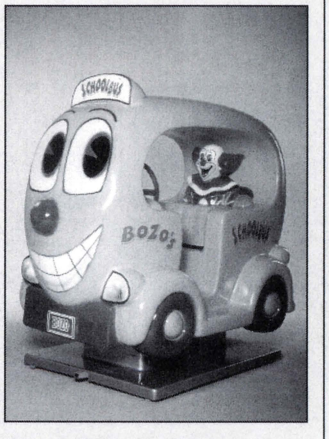
Nessie
Kiddie Rides USA
(303)399-7191;
(800)448-6888

Children won't be afraid of this monster. Named after the legendary Loch Ness Monster reportedly spotted from time to time in Scotland, this Nessie is readily available and fun to ride.



Billy Burro
Kiddie Rides USA
(303)399-7191;
(800)448-6888

This lovable burro will be irresistible to younger children with its cute face and colorful saddle. The rides' gel-coat finish will assure many years of dependable service.



Bozo School Bus
Kiddie Rides USA
(303)399-7191;
(800)448-6888

Kids love pretending they're going to school and they love Bozo the Clown. This ride offers both of those in one ride with colors that can't be missed.

Bozo Car
Kiddie Rides USA
(303)399-7191;
(800)448-6888

When it comes to clowns, Bozo leaps to the top of the list of familiar ones. Here Bozo rides in the back with the children and he sings to them.

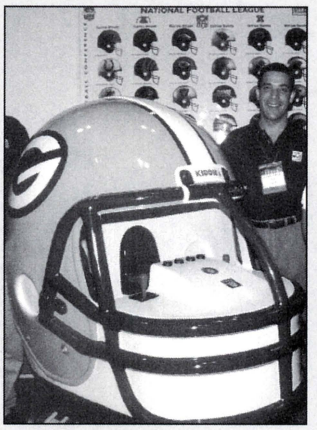
KIDDIE RIDES

Harley-Davidson
Kiddie's Mfg.
(847)550-6564;
(888)898-1144

This one of a kind limited edition Harley-Davidson Heritage Springer interactive ride will complement dealerships. The attract mode with flashing lights and periodic revving of the engine calls every child to come and take a ride. A key feature is the interactive throttle.

X-Men
Kiddie's Mfg.
(847)550-6564;
(888)898-1144

The company's creative design department has done an outstanding job in taking this super hero to the interactive coin-op market. It beckons little ones to come and fly with him and conquer the evil empire. Includes high-tech features like interactive joysticks and buttons, each emitting a different sound.



NFL Ride
Kiddie's Mfg.
(847)550-6564;
(888)898-1144

NFL comes to the forefront with its interative helmet. The NFL experience is a two-rider with exciting NFL audio that the child controls.

The Hulk
Kiddie's Mfg.
(847)550-6564;
(888)898-1144

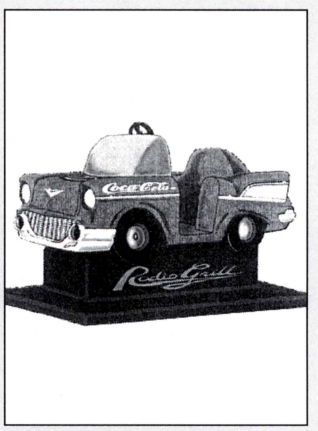
The Incredible Hulk is a first class super hero and now he's a first class kiddie ride. Kids can relate to the hero in his armored truck and enjoy the riding experience even more.

Ghostbuster Rescue Rider Firetruck
Kiddie Distributing
(573)796-4232;
(800)535-4279

Kids will have a ball pretending they are on a mission to rescue someone from ghosts just like in the movie. Kids will ride along with a "ghost" in the passenger seat.

Zorro Tornado Horse
Kiddie Distributing
(573)796-4232;
(800)535-4279

This attractive horse proclaims the new adventures of Zorro and even has a Zorro likeness on the side. Kids hop in the realistic saddle and begin their adventure.



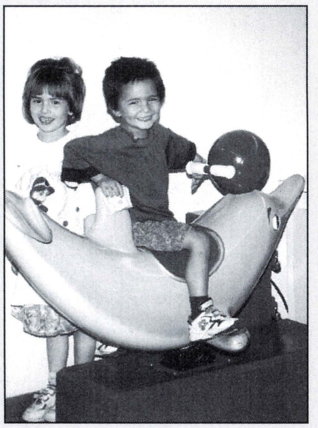
Vintage Classic '57 Chevy Car
Kiddie Distributing
(573)796-4232;
(800)535-4279

When kids see this classic red '57 Chevrolet, emblazoned with Coca-Cola and Radio Grill, they'll be begging for a ride. It's ideal for '50s- and '60s-themed locations.

Ghostbuster Ecto-1 Car
Kiddie Distributing
(573)796-4232;
(800)535-4279

This truck, complete with a "monster" is just like the one used by the ghostbusters in the movie. Kids will not want to pass it up.

KIDDIE RIDES



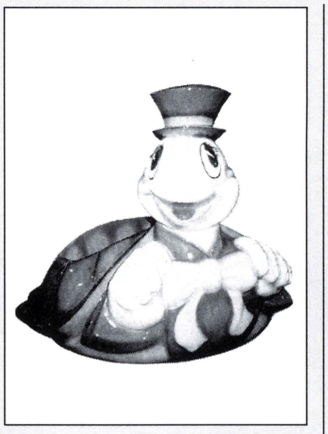
Skipp the Dolphin
Mayoni
(818)899-2488;
(800)345-1183

Children will have a blast on this adorable creature of the sea! This ride has solid construction features that include a fiberglass base with a 16-gauge steel frame, fiberglass body, ball-bearing mechanism, and adjustable ride time.

NO PHOTO AVAILABLE

Dizzy Dragons
Sellner Mfg.
(507)334-5584

This is the newest spin ride that also includes Spin the Apple, Berry Go Round, Barrel of Fun, Bear Affair, and Pumpkin Patch. The spin rides are easy to operate and maintain. They are available as single units for FECs or small carnivals.



Turtle Race
Sellner Mfg.
(507)334-5584

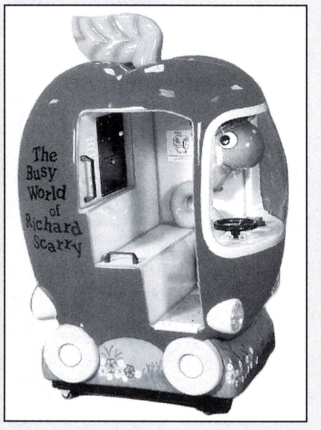
Made up of eight Tommy turtles that move in a circular motion. Single units are available. Other characters are also offered: Daisy Duck, Jimmy Jet, Sally Snail, and Freddy Frog.

Garfield
Theisen Vending
(612)827-5588;
(800)633-3436

Garfield is just waiting for a young friend to hop behind the wheel in this licensed kiddie ride from Jolly Roger Amusements. Garfield is dressed for the road in his bee-bop hat.

Bananas Gorilla Banana Car
Theisen Vending
(612)827-5588;
(800)633-3436

Maybe you've never seen a car shaped like a banana but kids with those rich imaginations will say that nothing could be more normal! A gorilla with a bee-bop hat is just waiting to take a spin with a young rider behind the wheel.



Apple Car
Theisen Vending
(612)827-5588;
(800)633-3436

"The Busy World of Richard Scarry" comes to life with this ride taken from the best selling book series. The lowly worm waits for a young rider to take a spin. It features music from the animated series.

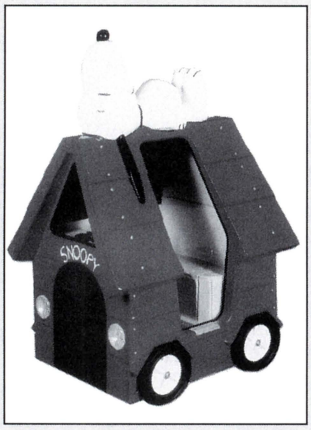
American Roadster
Theisen Vending
(612)827-5588;
(800)633-3436

Here's a sports car that will take parents back to the '50s and let children live the American dream. It's a two-seater in vibrant colors of the classic 'Vette and has retro features.

Mighty Mouse's Space Rescue
Theisen Vending
(612)827-5588;
(800)633-3436

Children of all ages recognize the timeless character, Mighty Mouse. Here he rescues a spaceship in which the child sits. The ride also features the original Mighty Mouse theme tune, "Here I come to save the day!" Flashing lights will attract customers.

KIDDIE RIDES

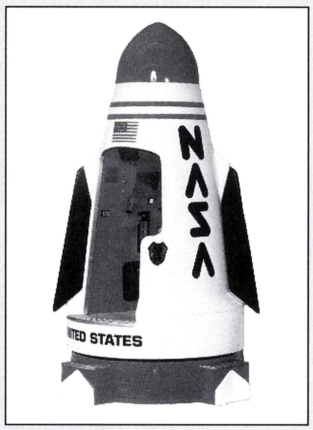


Snoopy Doghouse
Theisen Vending
(612)827-5588;
(800)633-3436

Kids will love riding along with Snoopy as he dreams of being a famous race car driver. The doghouse, with the snoozing Snoopy in his favorite spot—on top—has flashing lights, music, and a horn button.

Little Monsters
Theisen Vending
(612)827-5588;
(800)633-3436

Little ones will treasure this ride to school with the little monsters on their own school bus. There are engine noises, a horn button to press, and flashing lights. The ride is designed to seat two children and the body work is in a color-impregnated finish.

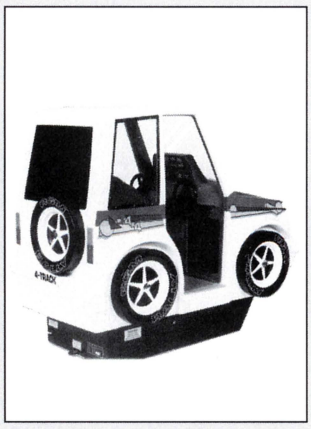


Space Rocket
Theisen Vending
(612)827-5588;
(800)633-3436

Children can "travel into space" in a rocket ship just like they see on TV! It features sound effect buttons, action display screen, self-colored fiberglass, and multicoin acceptance.

Mr. Postie
Theisen Vending
(612)827-5588;
(800)633-3436

Delivering the mail was never so much fun, as youngsters will discover in this two-seater postal van in vivid red.



4 Track Off Road
Theisen Vending
(612)827-5588;
(800)633-3436

Imaginations run as wild as the terrain children envision when they slide into this rugged looking four-wheeler. Corporate colors to match your decor are available in self-colored fiberglass.

Safari Open Top Jeep
Theisen Vending
(612)827-5588;
(800)633-3436

This two-seat safari jeep has realistic animal sounds, attractive color scheme invoking images of the jungle, and the versatility of the 4 Track.

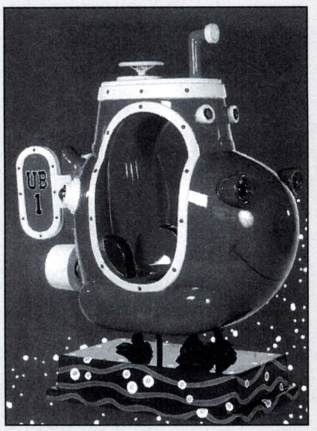
The Whip
Weenie Ride Co.
(410)525-2600;
(800)493-4637

This ride lets little riders enjoy a ride similar to rides they've seen adults ride. The cute ladybug cars spin around just enough for little ones.

Sea Plane
Zamperla
(973)334-8133;
(800)888-8878

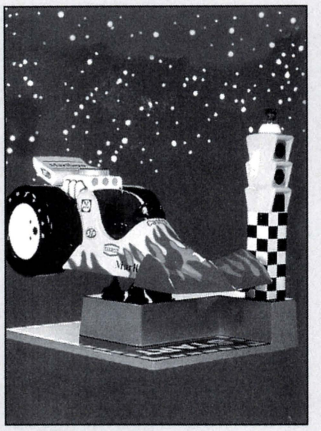
This is an original design. It operates and sounds like the real thing.

KIDDIE RIDES



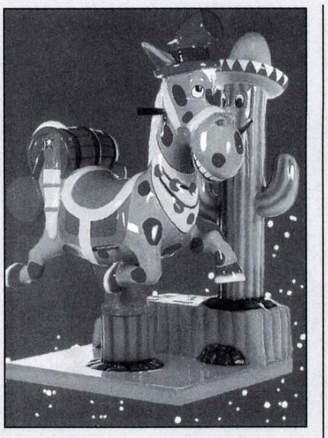
Silly Sub
Zamperla
(973)334-8133;
(800)888-8878

This adorable submarine allows children to move forward and backward.



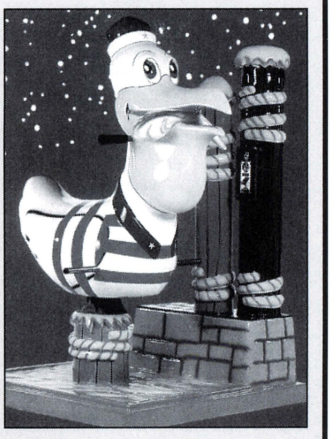
Dragster 2000
Zamperla
(973)334-8133;
(800)888-8878

This is one of the largest kiddie rides available at 6'x5'x4'. It looks and operates like a real dragster. Priced right.



Pecos Pony
Zamperla
(973)334-8133;
(800)888-8878

Children hop on and ride to an Old West song. It has a special Western theme.

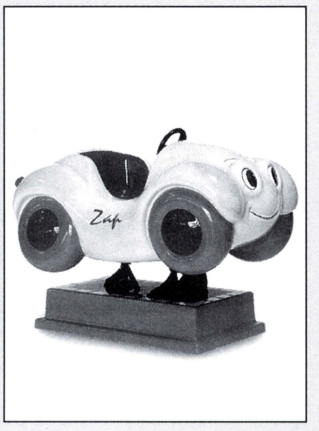


Pelican
Zamperla
(973)334-8133;
(800)888-8878

This cute pelican, holding a fish in his mouth and dressed in sailor duds, moves up and down. Children ride to a snappy sea tune and the ride has a special sea theme.

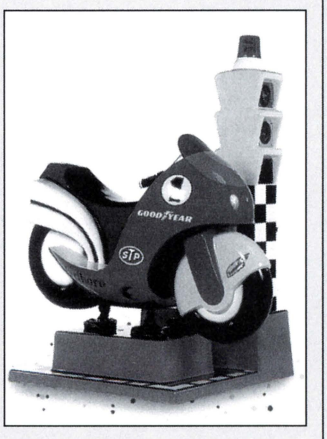
Fire Truck
Zamperla
(973)334-8133;
(800)888-8878

Children love seeing fire trucks whiz by and now they can be the driver. This was designed to look and operate like a real fire truck.



Happy Car
Zamperla
(973)334-8133;
(800)888-8878

This is a really cute ride with a cherub-looking bright yellow, orange, and red car beckoning kids to hop in. It was designed to be attractive and interactive for younger children.



Motorbike
Zamperla
(973)334-8133;
(800)888-8878

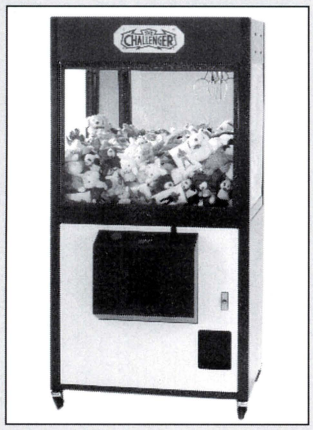
This realistic motorcycle, with its sponsorship stickers and racing start light, was designed to look and operate like the real thing.

OPERATOR COMMENTS

"I've had to ask myself: why buy brand new redemption at ridiculously high prices when you can get good used equipment for a fraction of the price?"

Play Meter State of Industry Report

CRANES, ROTARIES



Challenger
Advanced Games & Engineering
(954)527-0907

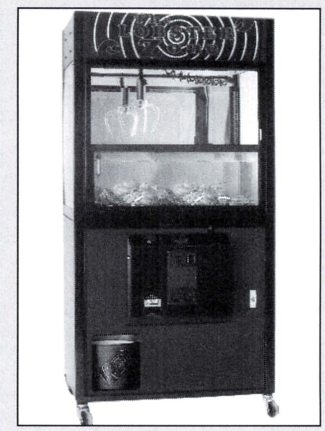
This unit has all the improved features found on the company's well-known Snack Attacker candy crane. It is taller, wider, deeper, and comes in a new 40" wide model with special accommodations for plush toys. AGE cabinets are constructed of heavy-gauge steel.

Snack Attacker
Advanced Games & Engineering
(954)527-0907

Dozens of features highlight this winner-every-time crane, including sound effects, win sensor, streamlined cabinet, stainless-steel claw/full perimeter coverage and plush claw option, lighted pyramid dome top, and baked polyurethane enamel finish in attractive vibrant colors.

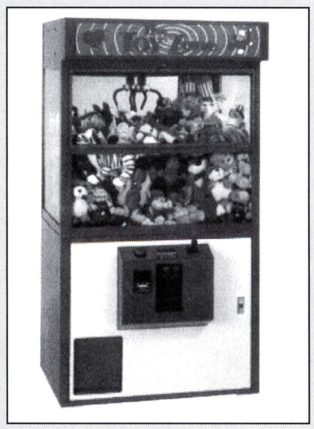
The Beanie Zone
Advanced Games & Engineering
(954)527-0907

This model was specially designed for those popular and collectible beanie babies. It is loaded with standard AGE features: winner-every-time, heavy-gauge steel and acrylic construction, dual coin mechs, eight-way joystick control, and much more.



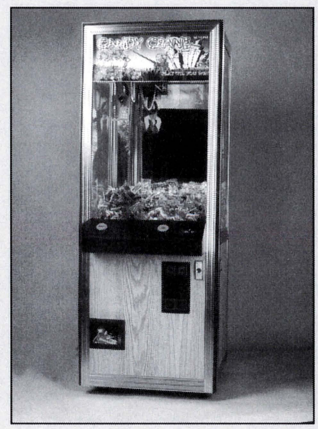
The Lobster Zone
Advanced Games & Engineering
(954)527-0907

Unique crane variation with a special stainless-steel cabinet and water filtration system to sustain live lobsters. Features include neon lighting, sound effects, and operator-programmable winner-every-time mode and skill play mode. Dimensions: 40" wide x 32" deep x 77" high.



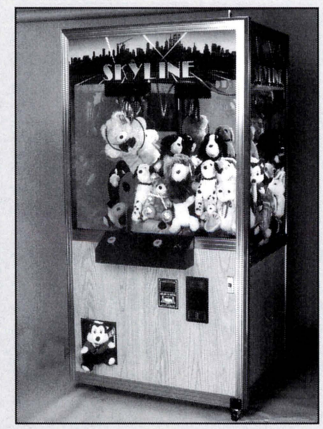
The Toy Zone
Advanced Games & Engineering
(954)527-0907

This model features galvanealled steel cabinetry with attraction lighting, neon gel sign, and great sound effects. Also look for an easy loading front window, prize counter, separate eight-way joystick and drop claw controls, dual coin mech, and bill validator with stacker.



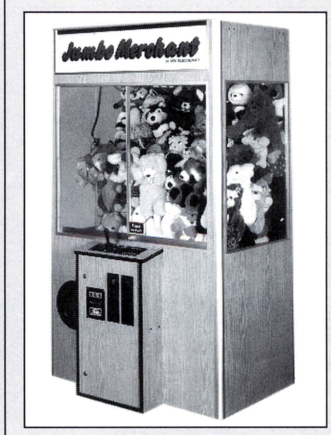
Kandy Krane
CGI Entertainment Group
(909)930-5828

A candy crane constructed of metal and wood, framed with gold anodized aluminum extrusion that makes it a pleasing addition to any location.



Skyline 36"
CGI Entertainment Group
(909)930-5828

A crane equipped with chasing rope lights, large plush capacity, tempered glass, front door access, and choice of colors and finishes. (The company does custom and contract manufacturing.)



Jumbo Merchant
DDV Inc.
(516)667-1900

Choose from black or woodgrain cabinet in this jumbo crane with removable front console; chaser lights; glass doors; and adjustable claw, cost per play, and time per play. Options: sports card or ticket dispenser. Dimensions: 41" wide x 37" deep x 76" high.

CRANES, ROTARIES

Cosmic Crane
Fun Merchants
(201)438-1300

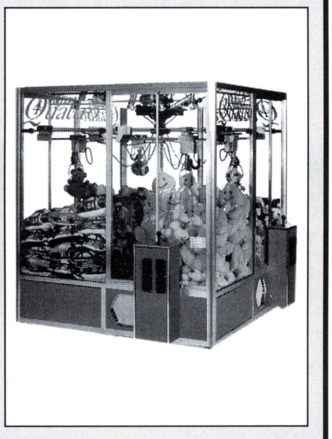
This unit is known as the "bowling ball" crane because it is made for heavy plush and has three coils in the plunger. Among the features are double coin mechs and a giant prize door.

Eye Catcher
Fun Merchants
(201)438-1300

Three-player low-boy centerpiece crane complete with a giant revolving eye at the center. Features include dual coin mechs, joystick controls, and a bright yellow cabinet.

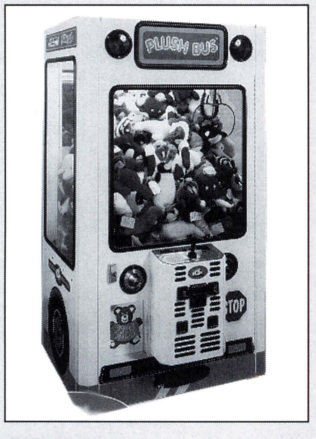
Mega Crane
Fun Merchants
(201)438-1300

This new line offers one-, two-, and three-player models in small and large cabinets with double coin mechs and joystick controls. A deep prize bay affords plenty of viewing area for both plush and jewelry items. This line replaces the Limited Edition line.



Quatro
Fun Merchants
(201)438-1300

Four-player centerpiece crane that can be operated with a divider for four different types of merchandise or with one huge prize bay. Features include deep prize area, dual coin mechs at each player station, locking caster wheels, and giant prize chute.

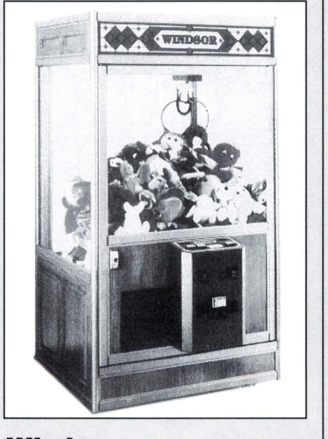


Plush Bus
ICE
(716)759-0370

An all-metal crane with real bus sounds, flashing lights, a giant prize pick-up door, three-point door locking security system, and full front plush display. It is available with a choice of controls: joystick, joystick and buttons, or buttons only.

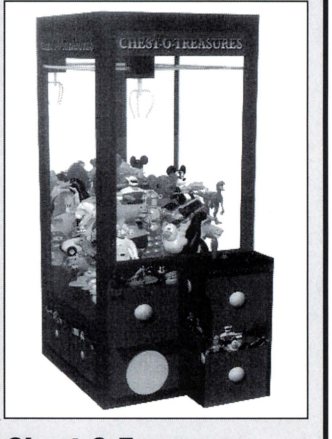
Sports Bus
ICE
(716)759-0370

This sports-themed unit has the same features as the Plush Bus including a crane mechanism that uses only electronic switches. Graphics reinforce the theme; it's perfect for sports merchandise. Dimensions are also the same: 42" wide x 34" deep x 78" high.



Windsor
ICE
(716)759-0370

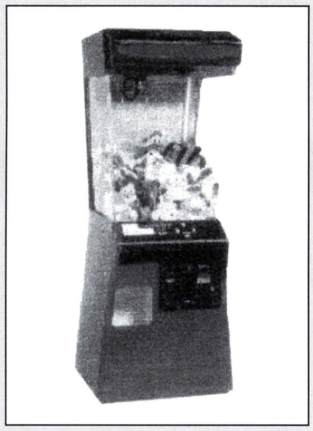
A handsome wooden crane with extra capacity prize area and wide prize door, prize counter, stained glass-style marquee, and microtrack harnessing. Dimensions: 42" wide x 34" deep x 78" high.



Chest-O-Treasures Crane
Keystone Game Supply
(888)869-7711

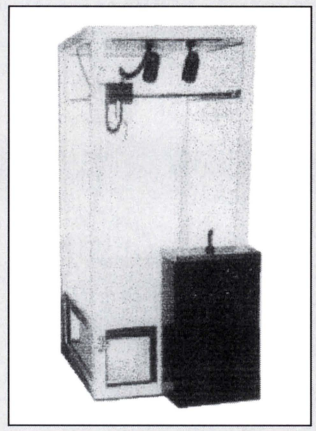
Aerospace design, quality, and reliability meant to last a lifetime. Features include virtually indestructible RoboTuff hardware and electronics. Each crane is warranted for one year; the electronic controller carries an amazing lifetime guarantee.

CRANES, ROTARIES



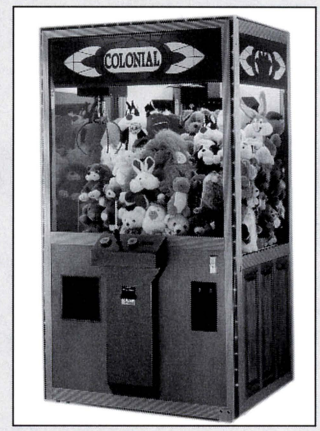
ToyMaster
McGregor Enterprises
(919)933-8066

Single-player crane with high-tech hourglass design and modular parts. Claw tension is digitally controlled by dip-switches on the circuit board. The plexi-front provides high visibility of all prizes. Options include watch or candy crane conversion and advertising marquee.



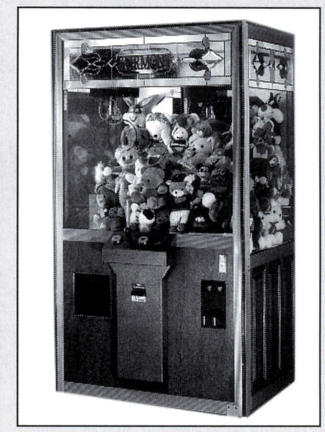
Super Tank
McGregor Enterprises
(919)933-8066

Super high-security crane with good visibility of plush items, steel construction, and high-quality locks. The cash box is in front with its own lock and is easily accessible by the operator.



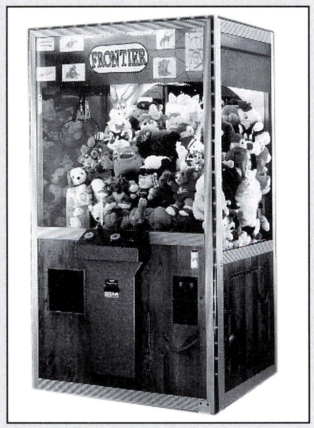
Colonial
Mission Crane
(714)456-0550

Solid cherrywood panels highlight this version of the Mission wood series. All cranes are available in 30", 36", 42", and 60" widths. All machines come with a 400-bill Mars stacker as standard equipment. Add a custom logo to personalize any of the models.



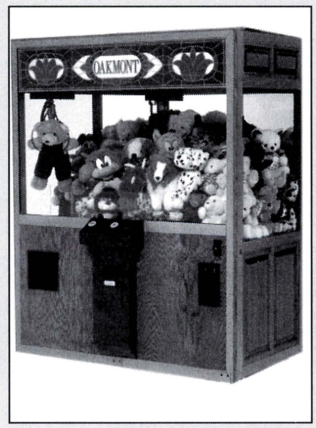
Fairmont
Mission Crane
(714)456-0550

This "piece of furniture" is shown with the optional stained glass overlay. The solid mahogany cabinet will fit in locations where image is an issue. All metal surfaces are powder-coated for a long-lasting finish.



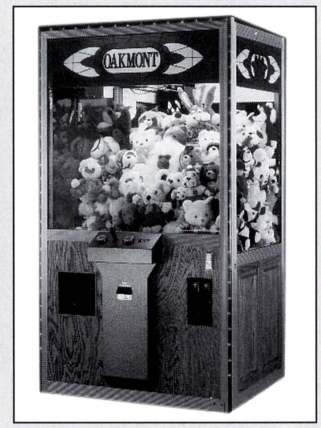
Frontier
Mission Crane
(714)456-0550

Knotty pine cabinetry with horseshoes branded into the wood gives the Old West look and feel. Ideal for steak houses! Aluminum extrusion that's powder-coated with a gold finish and solid-wood upper side panels add to the upscale, rugged appearance.



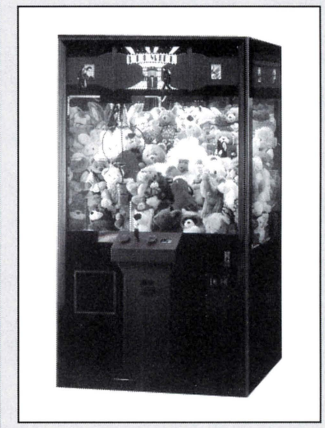
Mass Merchandiser
Mission Crane
(714)456-0550

A 60" series, single-player or double-player unit, divided into a 32" playing field for jumbo plush and a 28" playing field for smaller plush, jewelry, or candy. It is available in all of the company's fine finishes.



Oakmont
Mission Crane
(714)456-0550

Solid-oak cabinetry enhances this jumbo skill crane that is ETL listed and National Games Laboratory certified. It is designed to look as good on the inside as it does on the outside.



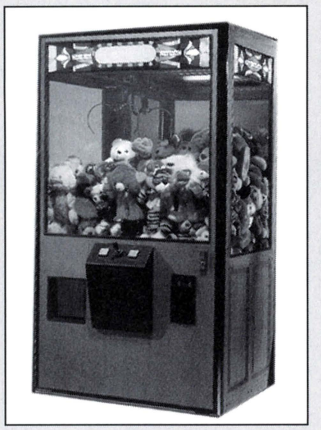
Premier
Mission Crane
(714)456-0550

High-impact black Lexan highlights this crane with a contemporary look. Neon red or neon blue trims are available. Programmable logic board. The triple-locking front door swings open for ease of merchandising, service, and plenty of storage.

CRANES, ROTARIES

Santa Fe
Mission Crane
(714)456-0550

The Southwest is alive and well in this version containing white-washed oak panels and weathered patina extrusion. This machine is designed to complement the interiors of quality locations with a southwestern flair.



The Americana
National Crane Network/
Plush-4-Play
(714)890-3135

Skill crane available in a variety of finishes and colors. Features include custom graphics and audio message, digital sound effects, hinged front door, large multicolor display for easy viewing, dual coin mechs, and bill acceptor. Dimensions: 42" wide x 33" deep x 78.5" high.

Candy Crane
National Crane Network/
Plush-4-Play
(714)890-3135

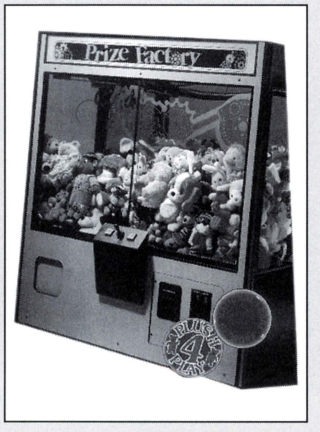
Features include tempered safety glass, photo-eye and prize counter meter, play-till-you-win, microprocessor game board, joystick control, motion/action sound system, self diagnostics, and dual coin mechs with locking cash box. Dimensions: 24" wide x 24" deep x 66" high.

The Classic
National Crane Network/
Plush-4-Play
(714)890-3135

An oak cabinet and deep prize bay highlight this model that has triple-locking full-front door, double secure cash box, LED credit/timer read-out, medium claw, DBA with 400-bill stacker, self diagnostic system, and many options. Dimensions: 36" wide x 39.5" deep x 78.25" high.

The Galaxy
National Crane Network/
Plush-4-Play
(714)890-3135

Look for the same features as in The Classic but with a more contemporary exterior. Options: bonus wheel, drop ceiling with mirrors and halogen lamps, top single marquee, single crane watch kit, winner light, and jumbo claw. Dimensions: 42" wide x 39.5" deep x 78.25" high.



The Prize Factory
National Crane Network/
Plush-4-Play
(714)890-3135

Modular design highlights this model that offers a sliding component tray, automatic bridge fault shutdown, and capacity for future upgrades. It also has dual coin mechs, $1 bill acceptor, and comes in different finishes and colors. Dimensions: 66" wide x 35" deep x 76.5" high.

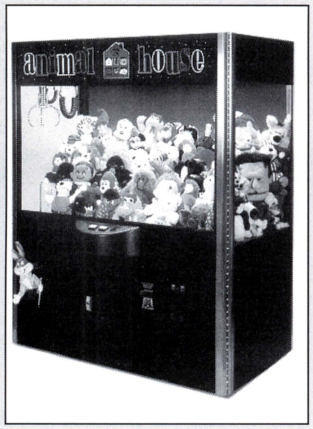
Lax
Noel Industries
(813)785-7630

Four-player rotary that has an automatic prize redemption mechanism. This self-loading unit can dispense up to 80 prizes and still have plenty displayed on the rotating mirrored playfield. Dimensions: 44" in diameter x 55" high.

Lax Jr.
Noel Industries
(813)785-7630

One-player rotary that accommodates any prizes that fit into a 3.5" tray. Features include a wide prize door, large viewing area, and easy controls. Dimensions: 30" wide x 36" deep x 72" high.

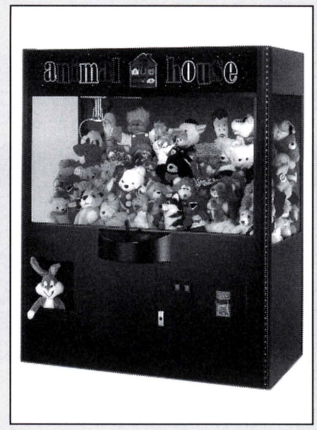
CRANES, ROTARIES



60" Animal House Classic Series

Rainbow Crane
(619)748-7157

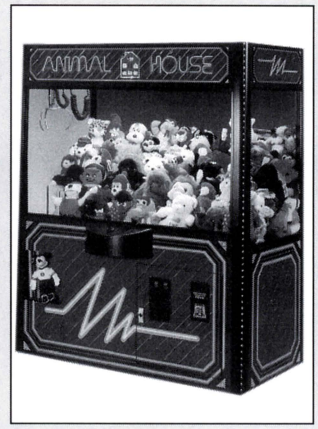
Like all Rainbow cranes this model features built-in security which shuts the crane down if the meter is detached, as well as a completely anti-theft chute protector.



60" Animal House Contemporary Series

Rainbow Crane
(619)748-7157

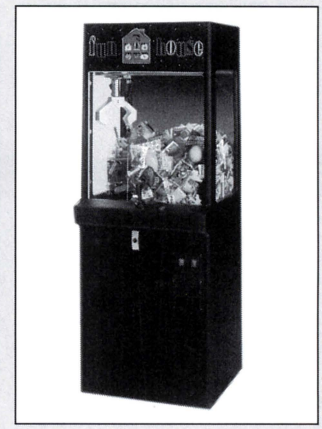
Designed by operators for operators, the Rainbow line incorporates requested features such as built-in utility outlets and low-insertion-force harness connections.



60" Animal House Neon Series

Rainbow Crane
(619)748-7157

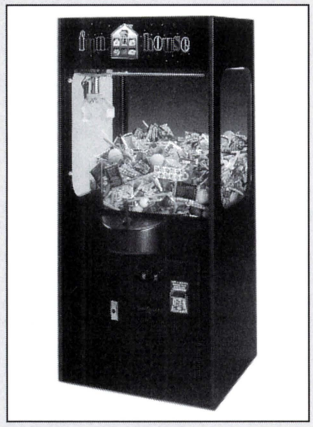
Like all Rainbow cranes this series shares standard features such as both a 9 and 12 volt power supply as well as separate light and power switches.



24" Fun House Candy/Toy Series

Rainbow Crane
(619)748-7157

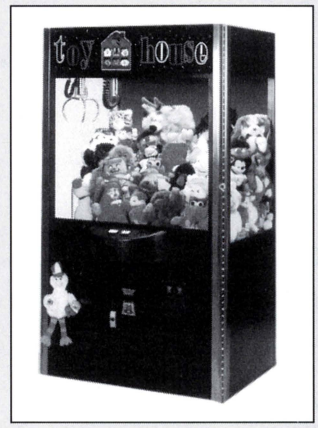
This crane features the play-till-you-win option and an expanded drop chute with two infrared detectors that allow a larger selection of prizes.



30" Fun House Candy/Toy Series

Rainbow Crane
(619)748-7157

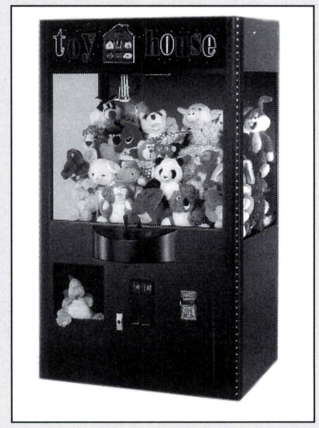
The ultimate candy, novelty, or small plush crane. With the optional bill acceptor there is no end to the merchandising possibilities. Featuring a state-of-the-art claw or scoop mechanism.



42" Toy House Classic Series

Rainbow Crane
(619)748-7157

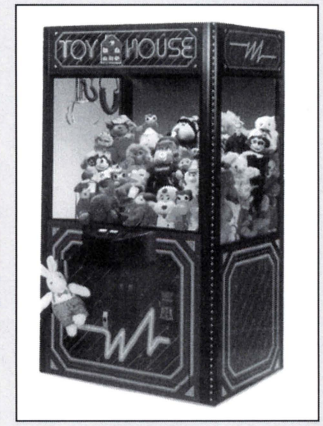
Also available in a 36" model, the Classic series, like all of the Rainbow line, features adjustable pricing and play time, joystick or button controls, and easy access components with a single computer board design.



42" Toy House Contemporary Series

Rainbow Crane
(619)748-7157

The Contemporary features black powder-coated extrusion on the corners as opposed to the pink corner extrusion featured on the Classic. It is also available in a smaller 36" size.



42" Toy House Neon Series

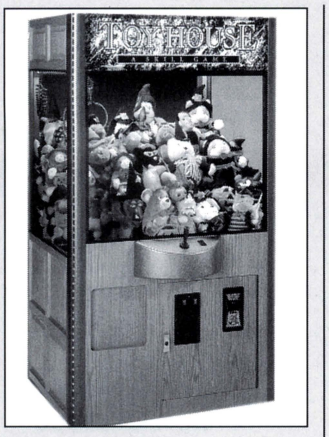
Rainbow Crane
(619)748-7157

Rainbow design is evident in this bright, colorful, high visibility model. This traffic-stopping series includes an LED game time and credit display like the rest of the Rainbow line.

36" Toy House Oak Series

Rainbow Crane
(619)748-7157

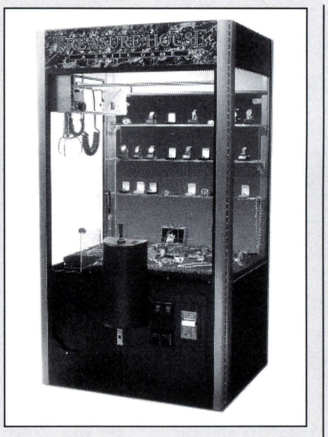
The 36" Oak features a beautiful stained glass-look header and is perfect for those locations that want an upscale crane but have limited space.



42" Toy House Oak Series

Rainbow Crane
(619)748-7157

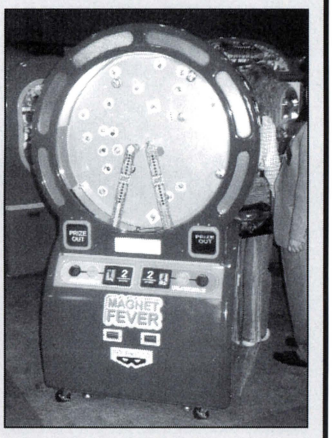
The 42" Oak with its marble-look header and gold trim is definitely an upscale machine. The fine cabinet work exudes a style that goes beyond other amusement games.



42" Treasure House Watch/Jewelry Crane

Rainbow Crane
(619)748-7157

One truly classy watch crane. Available with the black or pink corner extrusion and marble finish header, this design once again shows the Rainbow touch.



Magnet Fever

Sammy USA
(847)364-9787

A new vertical rotary that displays magnets and other types of prizes. Players move the arm to try and slide a prize into the prize slot. Prize possibilities are endless. The cabinet is bright red with a large round playfield.

Bear Claw Cranes

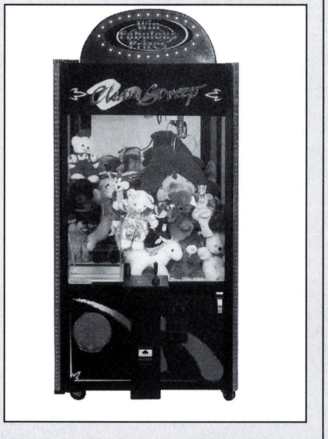
Smart Industries
(515)265-9900

Priced to fit any budget. Features: rugged steel tube frame, five-point locking playfield door and three-point locking access door, double coin mechs, credit/timer readout, joystick, and many options. UL and CUL approved. Sizes: 26" Cub, 34" Panda, 42" Kodiak, 60" Single Grizzly, and 60" Double Grizzly.

Candy Crane

Smart Industries
(515)265-9900

Features: play-till-you-win software, double coin mechs, locking cash box, tamper-resistant cabinet, motion/action sound system, self-diagnostics, and photo-eye prize counter. Options: oak finish package, custom signage, and toy crane kit. UL and CUL approved. Dimensions: 24" wide x 24" deep x 60" high.



Clean Sweep Cranes

Smart Industries
(515)265-9900

Full front door, designer black decal package, DBA, double coin mechs, joystick, rope lights, sound system, prize detection, credit timer, locking cash box, and options such as top marquee, watch kit, card dispenser, and more. UL and CUL approved. Sizes: 26", 34.5", 42", and 60" single and double.

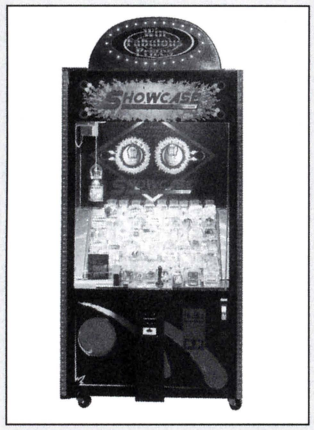
Clean Sweep Oak Cranes

Smart Industries
(515)265-9900

Beautifully styled and finished with oak cabinetry and stained glass-style headers for a touch of elegance, meant for upscale locations. Features are the same as the black designer cranes. UL approved. Sizes: 26", 34", 42", and 60" single and double.

SPRING EQUIPMENT CATALOG

CRANES, ROTARIES



Showcase Magnetic Crane
Smart Industries
(515)265-9900

The crane head has an electromagnet to pick up prize boxes. Standard: DBA, rope lights, sound, prize detection, and self-diagnostics. Options: sports card vendor and top marquee. UL and CUL approved. The 34" model holds 74 items, the 42" model holds 95 items.

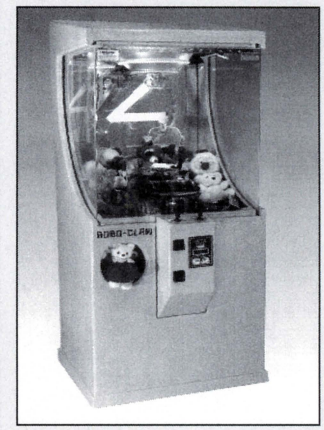
UNITED MACHINE CORPORATION

South Beach
United Machine
(732)286-1120

Newest in the company line which includes single, candy, play-till-you-win, jumbo, and jumbo junior. Parts are interchangeable; all cranes use a removable metal console to house the cash box and electronics on the machine's front. Standard: chasing lights and single board system; optional: bill acceptor.

Robo Claw
Vend Tech Industries
(972)243-0456

Countertop with win-each-time and skill settings for prizes, tokens, or candy. Computer-controlled technology with dual joysticks to move the robotic arm and claw, two attract modes with recordable messages, sound effects, neon lighting, and steel/Lexan cabinet. Also available: free-standing unit and kits.



Giant Robo Claw
Vend Tech Industries
(972)243-0456

Features the same playability as the original countertop in a molded, jeweled, fiberglass body available in a variety of colors lit with neon. Accommodates all prizes from token grab to 12" plush. Dimensions: 36" wide x 36" deep x 78" high.

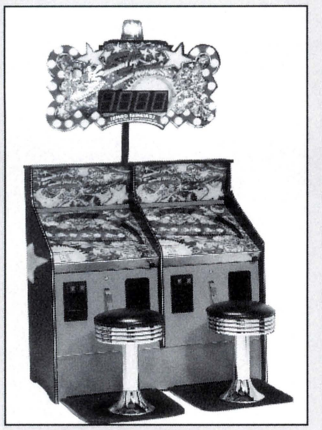
OPERATOR COMMENTS

"As operators there is very little we can do to change the market. Who listens to us? However, as operators we can be creative and do more with what we have to work with."

Play Meter State of the Industry Survey

Round 'N Round
Astro Distributing
(309)786-7066

This redemption piece uses a continuously rotating turntable moving a ball in a scoring race. There are 24 scoring positions with the 12 o'clock position reserved for the jackpot. Easy enough for the youngest children and challenging enough for adults. Also available in a compact size.



Star Shooter
Bay Tek
(920)822-3951

Players shoot a single steel ball with a pinball-type plunger at targets on the playfield. Seven targets span the playfield, each with a different point value. The higher the value,the more difficult the target is to make. The object is to aim and shoot one ball for the highest ticket value target. Winner every time.

Shoot N' Hoops
Bay Tek
(920)822-3951

It's the player against the clock in this fast-paced basketball game. As the shot clock begins, the player pulls back the plunger and in rapid fire fashion shoots to score as many points as possible before time runs out.

Goin' Bananas
Bay Tek
(920)822-3951

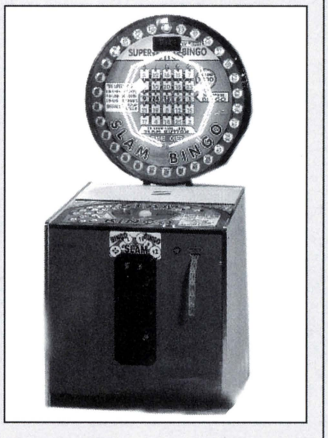
For fast-paced fun in the jungle, this game of timing and reaction is just right. It is played by timing the traveling light and stopping it on the highest ticket payout. It has beautiful graphics and real jungle sounds.

Air It Out
Bay Tek
(920)822-3951

It's all in the timing in this eye-popping football themed game. It is played by timing traveling football lights, each representing an adjustable ticket number and one touchdown. Hit the pass button to stop the light and every pass wins. Features a space-saving cabinet.

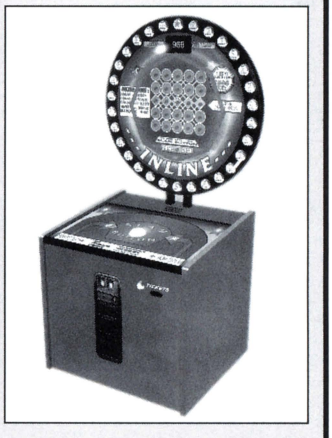
Buzzy Buzzy Bee
Bay Tek
(920)822-3951

The buzzy bees (actually painted ping pong balls) fly through the air, swarming around the honeypot. Players try to catch them in the net and dump them in the honeypot. The more they catch the more points are earned. There's a bonus light that gives double points when lit.



Slam Bingo
Benchmark Games
(954)781-8080

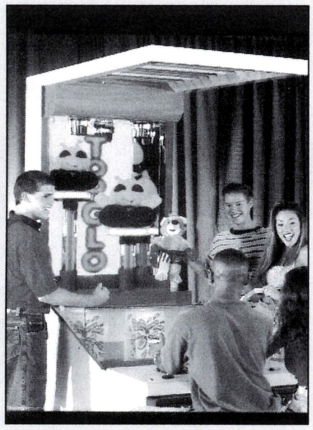
This skill-stop game has the features of a classic bingo game. Pick five to 10 numbers and watch as your bingo card fills to reveal a three in a row, a four in a row, a bingo, or a super bingo. This is the second game in a series using the same new innovative cabinet.



Inline
Benchmark Games
(954)781-8080

Inline is a skill-stop game that has the features of a classic line game plus more. Pick five to 10 numbers and watch as your card fills to reveal: three in a line, four in a line, five in a line, or super diamonds to win the display value.

NOVELTIES

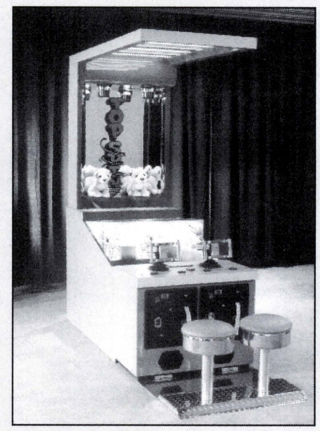


Top Glo
Bob's Space Racers
(904)677-0761

Race toys sit atop glowing pedestals and tubes of light and speed upward as players shoot their water guns at the targets. Top Glo comes with advanced digital technology, state-of-the-art electronics, and ticket dispensers. There are many options and a wide variety of race toys from which to choose.

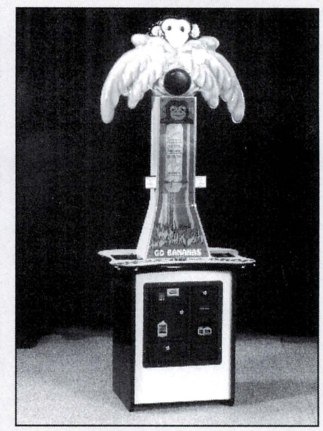
Red Planet
Bob's Space Racers
(904)677-0761

Red Planet offers players a chance to land the Pathfinder explorer on Mars using an advanced joystick and grabber to precisely cover the landing site so that no light shows through the landing disc. It can be re-themed in the future with new sound, colors, and light.



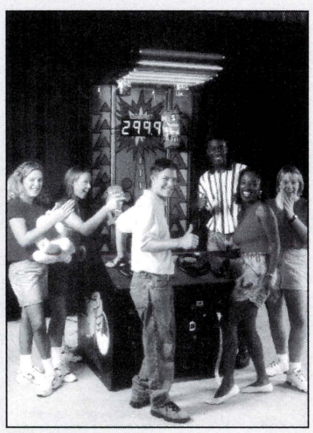
Top Spin
Bob's Space Racers
(904)677-0761

The race toys spin upward as players shoot their water guns at the target. The faster they hit the target, the faster their toy advances up to the finish line. It can be re-themed in the future with new race toys, colors, and lights.



Monkey Drop
Bob's Space Racers
(904)677-0761

Listen to the jungle drums. When they stop, the monkey drops bananas and prize cards. Using the grabbers the player tries to catch a prize card. He may catch a small, medium, or large prize. It comes as a compact single unit or can be purchased in groups.

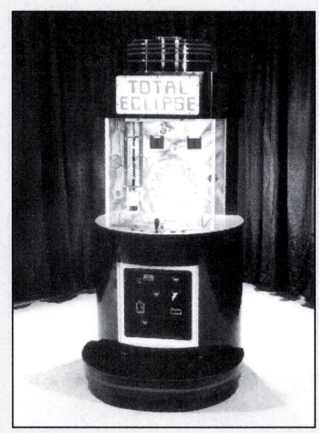


Speed Shifter
Bob's Space Racers
(904)677-0761

Speed Shifter puts players behind the wheel, shifting with the changing rally lights in a race to the top of the game's playfield. The player who shifts fastest as the lights change will win the race. A winner every time. Features digital technology and sound and the ability to re-theme the game.

Sidewinder
Bob's Space Racers
(904)677-0761

The playing table has a slight downward tilt and four sharp turns to be negotiated by the player. The object is to wind a ball down the curves by using the steering wheel to tilt the table to the right and to the left. The player must steer the ball precisely into the pocket at the end of the playing table to win.



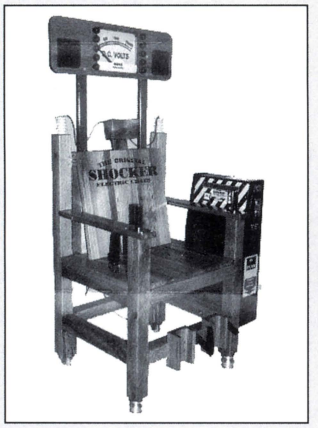
Total Eclipse
Bob's Space Racers
(904)677-0761

A total eclipse of the sun is the player's goal. Using the joystick to maneuver the playing disks you attempt to completely eclipse the sun.

Ring 'Em Up
Bob's Space Racers
(904)677-0761

The player must load up the coin flipper and let 'em fly! Players are tying to flip the coins into the cash drawer as it opens and closes. The flashing lights on the cash register keep changing values so players keep trying for the highest score. The higher the score, the more tickets won.

NOVELTIES

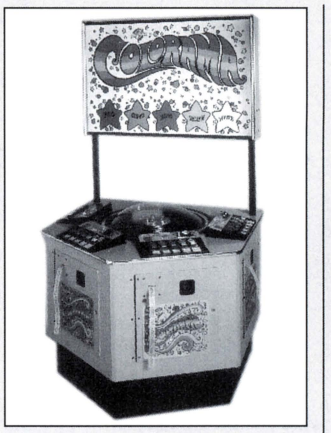


Shocker
Bromley
(847)509-0240

Shocker is a simulated electric chair. The player sits on the chair and grabs two handles and holds on for the ride. It's truly a jolting experience. It's been a tremendous hit in Europe too. Comes with bill acceptor, stacker, ticket validator, and solid-state electronics.

Thunder Run
Bromley
(847)509-0240

This four-player stock car race game will bring the thrill of Daytona into your customers' locations. Players choose their car and race against the others. It has great graphics and appeals to all ages.



Colorama
Bromley
(847)509-0240

In this fast play four-player game, players choose between one and five colors. When the ball falls in the color the player has picked, tickets are rewarded. Should the ball fall in another color an operator- adjustable feature issues rain check tickets.

Derby Dash
Bromley
(847)509-0240

A barker invites players to enter the race. Once they've taken him up on that offer, the winner takes all. A plasma display shows lengths during the race and photo finishes add realism. It's in a plywood cabinet with solid-state electronics and a double-stack ticket tray with a low ticket indicator.

Cops N' Robbers II
Bromley
(847)509-0240

A fast playing game with an interactive audio/visual playfield. The theme is a whimsical bank heist. Players attempt to rob a bank by capturing various amounts of loot as the police close in. Look for adjustable jackpot levels, full self-diagnostics, and flexible percentaging.

Pop-A-Ball II
Coastal Amusements
(732)905-6662

This novelty game challenges the player to pop five balls around a grid of 25 holes, each marked with a playing card value. The hand drawn shows on the 19" color monitor above. Players can discard cards and pop again. Tickets are awarded for winning hands.

Pop-A-Tac-Toe II
Coastal Amusements
(732)905-6662

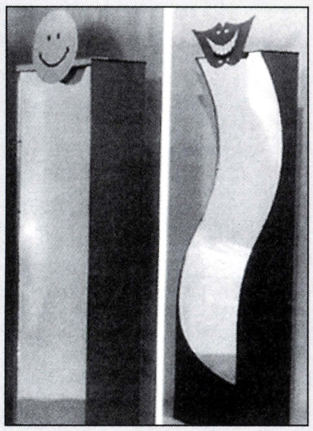
Players pop four balls to score tic tac toe (four corners and inside the small diamond). Players may save, discard, and pop again. Tickets are awarded after the second pop. The action is seen on a 19" color monitor.

PHOTO NOT AVAILABLE

Road Hawg
Entropy

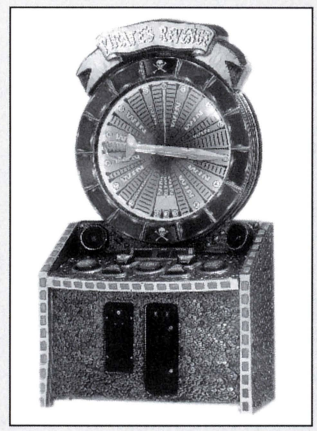
Players push a button to shoose a car which is highlighted, then release a ball that comes down a zig zag ramp. The object is to match the car with its driver on the plyafield below. Then there's a match you get a bonus without a match you still get tickets.

NOVELTIES



Fun House Mirrors
Exidy
(650)364-5201

This attraction features five designs (Shorty, Skinny Minny, Chubby, Topsy-Turvy, and Stretch) which produce a variety of distorted images. They can be free-standing, wall-mounted, or hinged together like a kiosk.



Pirates Revenge
5 Star Redemption
(818)709-3556

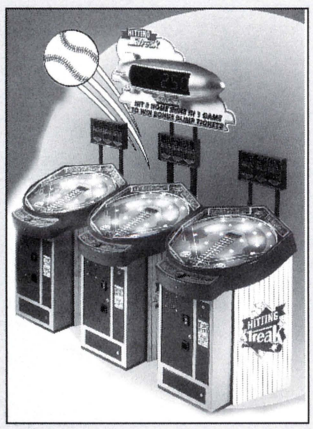
The player spins a giant sword with the goal of skillfully stopping it on various win areas. The optional seven-button game allows the player to push the "two times button" and skillfully try to double his tickets. Options include flash and neon package to jazz up the cabinet. Also available: Surfin' Safari.

Steer Crazy
Fun Industries
(309)755-5021

Players sit down, grab the steering wheel, kick out a ball with the gas pedal, and spin a colorful disk with the wheel to direct the ball into various holes. Each hole is worth points, which convert to tickets. It features hot neon graphics, electronic message center, and whimsical characters.

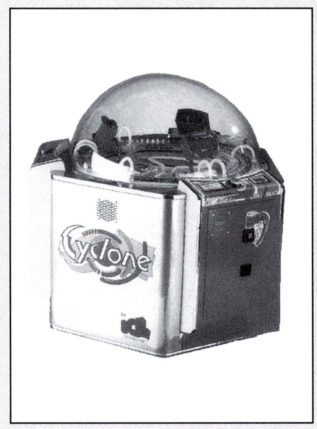
Skill Shot
HanaHo Games/Midwest Amusement
(310)483-1414 or (847)364-7722

The player inserts a coin, flips the lever on the right side, and the coin flies across the playfield. Then he flips the lever on the left and he can earn a ticket that can be redeemed or it will give the coin back; it's up to the location.



Hitting Streak
ICE
(716)759-0370

A baseball-themed game that delivers three pitches—slow, medium, and fastball—each with its own progressive jackpot. Hit all three for home runs and win the Bonus Blimp progressive. A Bonus Blimp marquee is optional for one or more games. Features: unique stadium cabinet design with play-by-play sound.



Cyclone
ICE
(716)759-0370

This one- to three-player novelty game features a series of lights inside a round dome that are illuminated to form a traveling light. The player's challenge is to capture the light between the arches immediately in front of the control panel. Each time it's played with no winner the jackpot increases.

Cyclone Jr.
ICE
(716)759-0370

This is a one-player version of Cyclone. The lights are illuminated in front of the player and he must capture the light between the arches in front of the control panel

Video Redemption System
Lazer-Tron
(510)460-0873

A unique way to get brand new video redemption games via kits installed into an existing cabinet. Games include Solar Spin, Hoppin' Harry, Prize Bowl, Chip Away, and Slide Master. Miner's Revenge will be available in June. New games will be introduced on a regular basis.

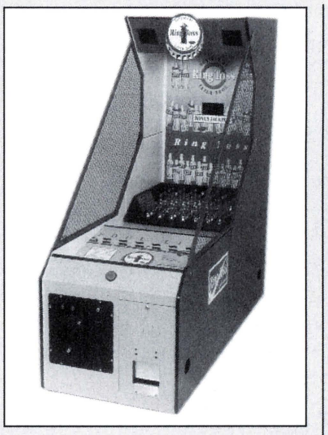
NOVELTIES

The Prize Zone
Lazer-Tron
(510)460-0873

In this multigame prize machine for street locations, players can choose from a variety of skill games and acquire prize credits based on how well they play. Credits are then exchanged for prizes programmed into the game. A coupon is printed out by the machine to be redeemed with the attendant.

Pitch-It
Lazer-Tron
(510)460-0873

This all-time midway favorite is a fully automated version of the classic coin toss. Players get 10 plastic coins to toss at the targets. Each target has a value from five to 100 tickets. Dimensions: 32" wide x 82" deep x 81" high.

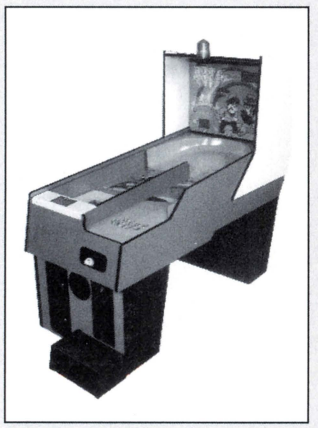


Ring Toss
Lazer-Tron
(510)460-0873

Ring Toss is a fully automated version of the all-time classic ring toss midway game. Players get eight rings which they try to toss onto the bottles. Dimensions: 31-1/2" wide x 81" deep x 81" high.

Wheelin-N-Dealin
Lazer-Tron
(510)460-0873

Players get three attempts to stop the spinning hands on desired slots worth a number of tickets in this skill-stop game with progressive jackpot. They can win up to 60 tickets on a single coin but must avoid the "bankrupt" slot which could wipe out winnings and the "lose a spin" takes away one spin.

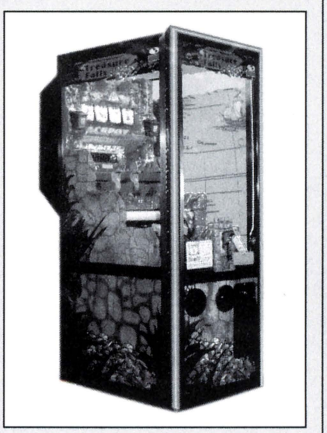


Pot O' Gold
Meltec
(503)643-8312

Players roll balls up the right side of the playfield, around a curved ramp, and back down the left side into a 16-hole scoring matrix. Scores depend on where the ball lands. Look for a jackpot ticket bonus and many operator-adjustable features.

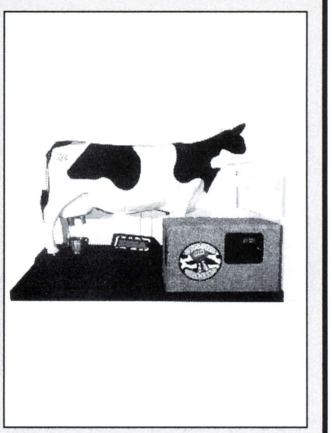
Spin Doctor
Meltec
(503)643-8312

Players time three spinning wheels and push-buttons to stop them at just the right time. Each wheel has various point values and the player attempts to line up three of a kind for higher scores and more tickets. Match up three decals and win the progressive ticket bonus.



Treasure Falls
Planet Earth
(818)778-3330

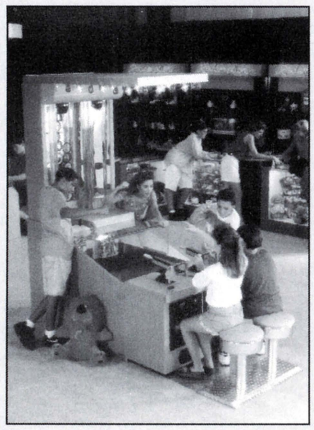
Players try to hit teeth mounted on the back of the game and cause the jackpot, loaded with coins, to dump the treasure. Coins fall down onto the moving conveyor belts and roll off into cobra or jewel-type targets for more points. Also available: Grand Treasure Falls (with super jackpot) and Jumbo Treasure Falls.



Udderly Tickets
Sega Pinball
(708)345-7700

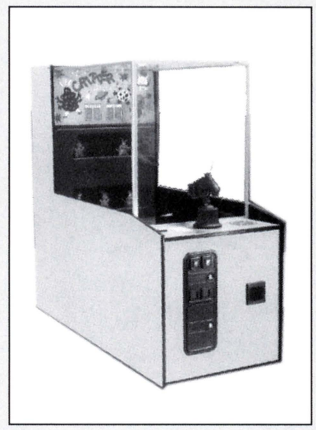
This is truly one of a kind! A life-size cow awaits customers who are challenged to pull on its udders trying to grab the one that is lit as they light up in random order. Comes with a ticket dispenser.

REDEMPTION GUN GAMES



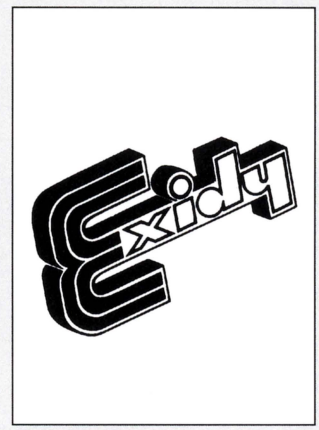
Rising Waters
Bob's Space Racers
(904)677-0761

Players shoot water cannons at the target bull's eye as a tube fills with sparkling colored water. The first player to fill the tube is the winner. Features include ticket-dispensing with adjustable payout, individual or group competition, flashing lights, and player seating.



Critter
Exidy
(650)364-5201

A target-shooting game in which players shoot pellets at an assortment of strange looking creatures on the backboard. Features include optic sensors, midway sounds, a new gravity ball-feeding system, and ticket dispenser.

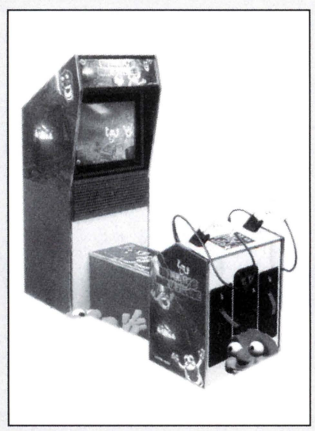


Gun Gallery
Exidy
(650)364-5201

Pop-up design game introduced at ASI. It features the same action as the company's popular mallet games: compact cabinet, optic reliability, and single ball-feed gravity.

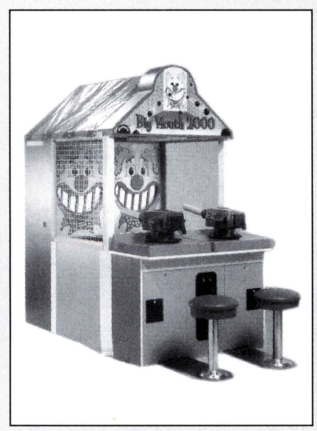
Hot Shot
Exidy
(650)364-5201

Non-violent gun gallery game with operator-adjustable timing. Shoot at a rotating circle of characters to earn tickets at a center bull's eye for double score or double tickets. Features include an all-new gravity ball feed and audio-optic sensors.



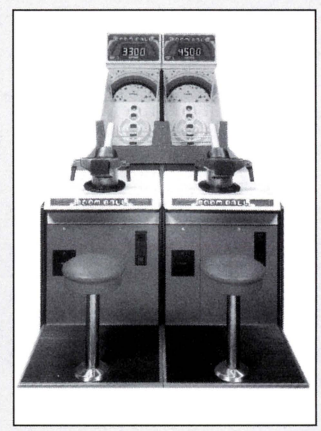
Miner's Revenge
Lazer-Tron
(510)460-0873

Redemption and video are joined in a game that takes players through a haunted mine where they must slime as many ghosts as possible to win tickets. Four different levels are filled with detailed 3D graphics. Available for the VRS system soon.



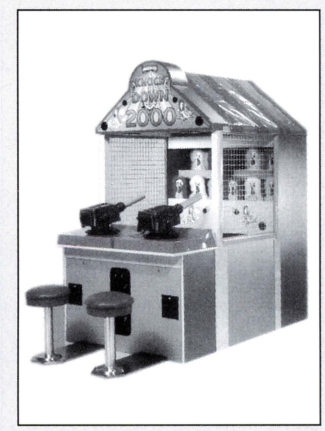
Big Mouth 2000
Meltec
(503)643-8312

The same fun challenge of shooting the teeth out of an oversized clown face for ticket rewards. The new unit requires 40 percent less floor space than the popular original game and features hot new graphics. Dimensions: 48" wide x 93" high x 102" long.



Boom Ball
Meltec
(503)643-8312

Players propel balls from a cannon down a lane and into target holes with different point values. A ticket- dispensing game that appeals to all ages, it is available in regulation length and another cabinet size geared to taverns.



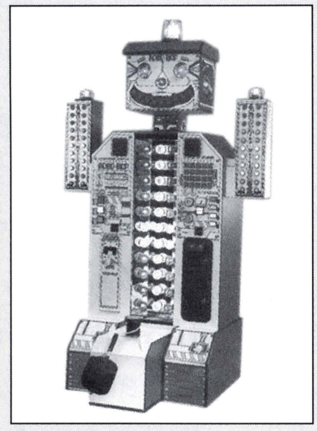
Knock Down 2000
Meltec
(503)643-8312

New version of the popular original Knock Down. This classic shooting game features colorful pink, blue, and yellow detailing, safety netting, and comfortable seating. Dimensions: 48" wide x 9.3" high x 102" long.

BOP/STOMP GAMES

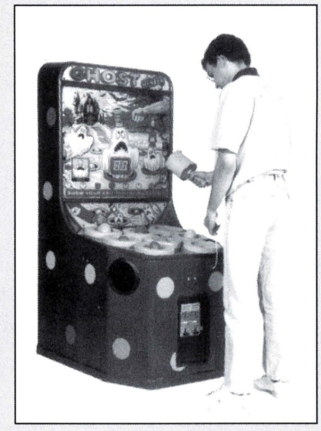
Whac-A-Mole
Bob's Space Racers
(904)677-0761

The classic mole-bopping game where players hit clever moles as their heads appear at random. Features include three adjustments for difficulty level and ticket output, and adjustable number of coins per game. Custom sound and lighting arch available. Dimensions: 5'6" wide x 3' long x 6' high.



Robo-Bop
Coastal Amusements
(732)905-6662

Select male or female gender, then swing the mallet to strike the pad and gain a score from one to 11 and win tickets. Features include light show and sound system, ticket dispenser or capsule vendor, and language options. Dimensions: 56" wide x 39" deep x 93" high.



Whac-A-Ghost
Falgas USA
(305)471-0476

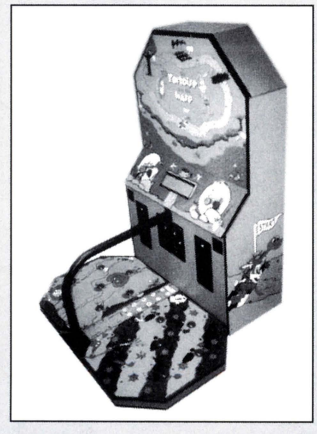
A redemption game where players must hit eight elusive ghosts who laugh as they are being pursued. The game is housed in an upright blue cabinet with colored dots, cartoon ghost graphics, digital scoring, and double coin mechs.

Boppin' Bugs
Island Design
(707)838-0588

A high-speed mallet game where players try to bash the bugs as they light up on the playfield. The faster you squash them the faster they light up. Adjustments are easy to make for both young players and more skillful players. Dimensions: 32" wide x 37" long x 72" high.

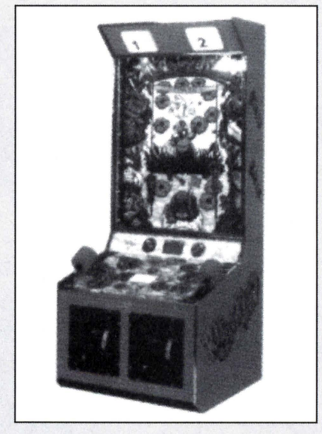
Spider Stompin' Deluxe
Island Design
(707)838-0588

An improved high-speed foot-stompin' game where players try to stomp on brightly lit buttons before the light goes out. The faster they stomp the faster the buttons randomly light up. Look for the new animated display. Dimensions: 41" wide x 57" long x 66" high.



Tortoise and the Hare
Island Design
(707)838-0508

The faster players stomp on lit buttons the faster they move around the track to the finish line. Features of this high speed, two-player game include safety bar, non-skid floor, lighted score on foot pad, and animated dot-matrix display. Dimensions: 65" wide x 57" long x 77" high.



Ribbit Racin'
Lazer-Tron
(510)460-0873

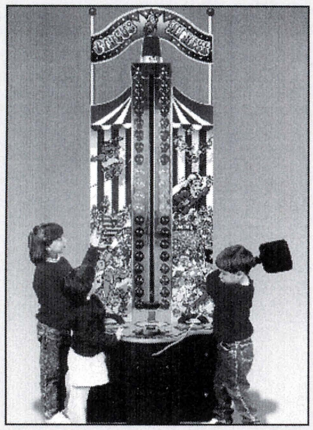
The object is to make your frog climb the track by accurately hammering targets that light up quickly. Players compete against each other to beat the fastest time of the day. Dimensions: 41" wide x 38" deep x 95" high.

Swamp Stomp
Lazer-Tron
(510)460-0873

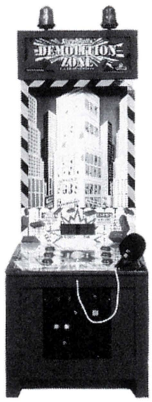
Stomp your way across tricky alligator backs to reach the treasure at the top of the swamp. Stomp on the lighted targets to achieve your goal; two players can race against each other. Dimensions: 43" wide x 72" deep x 87" high.

SPRING EQUIPMENT CATALOG

BOP/STOMP GAMES



Circus Hi-Rise
Skee-Ball
(215)997-8900
Available in 8- and 10-foot models, the game has digital sound and colorful graphics. Strike the target pad to illuminate lights as the puck travels to the top of the tower. Ticket awards are based on the level achieved. Dimensions: 35" wide x 32" deep x 90" high. Full year warranty.



Demolition Zone
Skee-Ball
(215)997-8900
Players whack randomly lit buttons to demolish a condemned building. Tickets are awarded at various levels of the building's collapse. Construction site sound effects add appeal; a bulldozer operator gives a big thumb's-up to those who totally wipe out the building.

OPERATOR COMMENTS

"I've been operating redemption equipment since even before it was popular. It's always been a good source of income, but it's hard to get the picture when you compare only the collections. Video games make more per week, but redemption games make more for many more weeks!"

Play Meter State of Industry Report

FROM THE COMPANY THAT BROUGHT YOU THE Gumball Wizard™

Global Gumball, Inc.

1766 S. Fraser Dr.
Mesa, AZ 85204
Tel: (602) 497-4364
Fax: (602) 497-4365
1 (888) A-WIZARD

COMPARE!!!

That's the advice we give to **anyone thinking about buying ANY** Spiral Gumball Machine.

If you don't have machines to compare - **ask someone who does.**

Vendors who have been lured to other companies boasting low prices **always come back** to Global Gumball.

They tell us Global Gumball machines rate highest in:

Quality **Reliability**
Durability **Serviceability**

AND VALUE!!! They love our machines and **you will too.**

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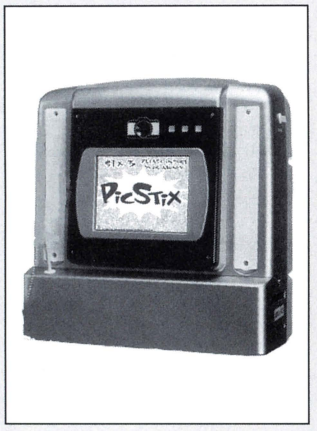
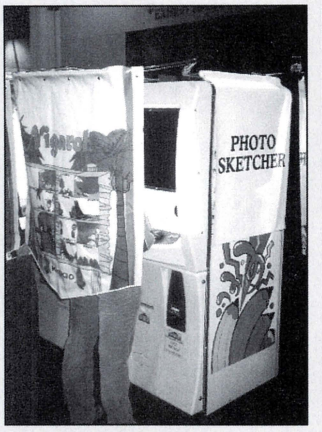
Patent #5452822

PHOTO BOOTHS



PicStix
America Ado
(408)733-9920

Get 16 cute stamps from this countertop machine in 48 seconds. Customers can actually doodle on the pictures with the touch screen function.



The Photo Sketcher
American Alpha
(800)737-7647

With 16 frames to choose from, this unit is easily themed to any location. Frames change automatically on a monthly basis and the unit dispenses either a photo postcard of the customer or a cartoon sketch postcard in the likeness of the customer.

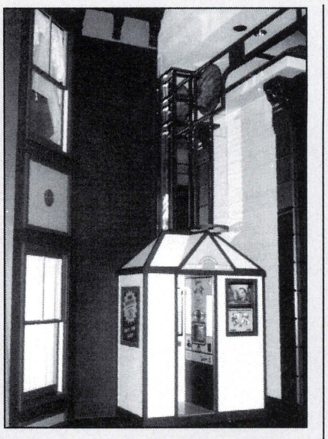
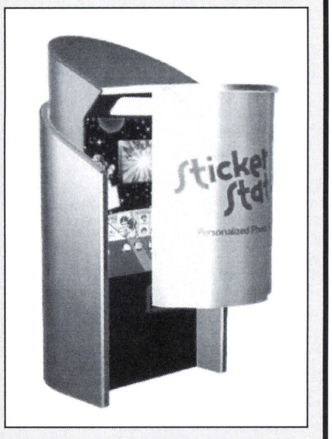


Photo Booth
APBI
(703)519-5656

Produces personalized postcards in just 60 seconds with eight image choices, custom images, no messy chemicals, and a high-tech computer tracked with its own cellular fax/modem. Custom themed booths available.

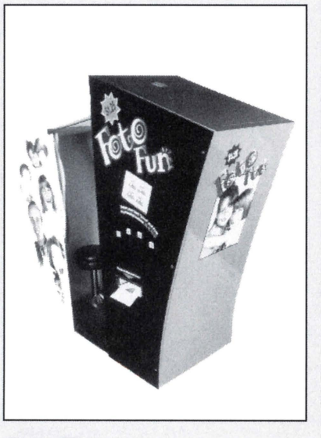


Sticker Station
APBI
(703)519-5656

This American-made machine imprints the player's face on a variety of backgrounds from a sea of balloons to spaceships, and delivers 16 miniprints in 60 seconds. Customized units are available and the company is working with retailers.

Print Club
Atlus Dream Entertainment
(714)753-7883

Processing takes just 30 seconds in this fully automatic unit with 20-inch monitor and choice of 27 different backgrounds—seasonal, celebrity, and more. Get 16 photos on one 3-1/2" x 5" film.

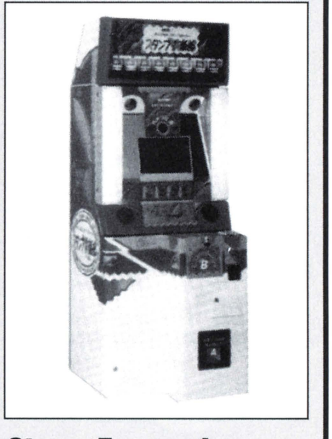


FotoFun
CardXpress Vending
(908)356-7033

The machine prints 8.5" x 11" color pictures for a vend price of $3. It features a large capacity printer and a wide choice of backgrounds. ID photos can also be vended in this new unit, which can be configured for 200- or 400-photo capacity.

FotoFunXpress
CardXpress Vending
(908)356-7033

With a recommended vend price of $3, the unit produces pictures in 70 seconds without chemicals. It produces ID-type photos, as well as fun shots. There are a number of different backgrounds, some with celebrities, and users can see themselves live on video and choose when to snap the shot.



Stamp Expressions
Data East
(408)734-5770

Create a personalized self-inking photo stamp choosing from a variety of backgrounds and colors (60 total) that are easily updated. The machine takes four separate pictures five seconds apart to allow for changes of pose. Then the player selects the favorite pose and gets the stamp in a plastic case.

PHOTO BOOTHS

Photo Run
Entron Enterprises
886-2-218-1591

This photo booth produces a digital product that can be personalized for cards or bookmarks that will never fade. The whole process is completed in two minutes, and reprints can be made in 20 seconds.

Sticker Fun
Great American Sales
(800)754-7098

Delivers 16 peel-off stickers in a choice of 36 backgrounds. Built-in modem technology allows owner/operators to access machine performance via the World Wide Web.

Stamp Magic
Jaleco
(847)215-1811

Get your photo on a stamp with the border and color of your choice. A zoom feature allows players to custom fit the image. You can even compose your own design. The finished stamp comes in a plastic case.

Sticker Player
KIS/Groupe
+33-47633-3000

Choose from 30 fun backgrounds and in 35 seconds have 16 miniphotos. The compact machine is user-friendly, requires little space and maintenance, and has a capacity of 200 strips.

Image Magic
Kodak
(888)265-6981

Each 4" x 5" sheet contains 16 color prints. In addition to photos taken by the high- resolution digital camera, players can add movie stars or animated characters for a high souvenir value.

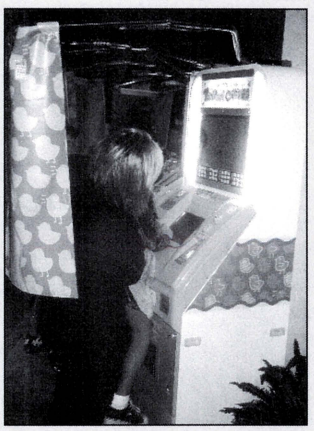
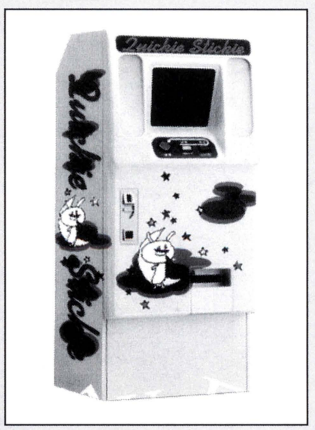


Photo Friends
Konami
(847)215-5100

This one lets you draw on the pictures with a touch pen and produces two large stickers and eight small stickers using various screens including mystery frames. Also from Konami, Puri Mucho, a unit which takes your picture twice and produces a 3D key chain.



Quicker Sticker
Moon Rabbit
(888)784-2516

Obtain 16 stickers in 25 seconds via a high quality digital camera and speedy printer. It stores over 1,000 custom frames that are easy to change out. Possibilities are endless said machine designer Mayuki Yanagawa.

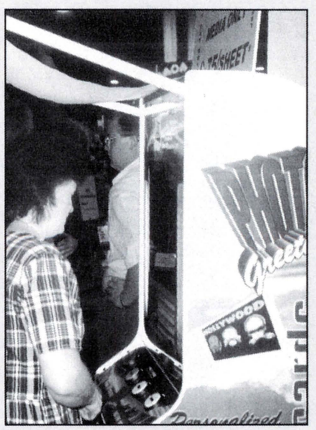


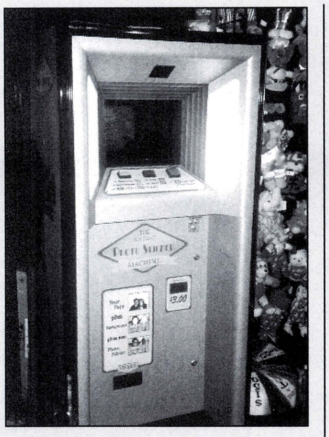
Photo Greetings
Photo Vend International
(941)433-0716

The unit delivers personalized photo postcards and fun cards purchased by consumers who choose from dozens of designs. It utilizes an open architecture that facilitates custom designs.

PHOTO BOOTHS

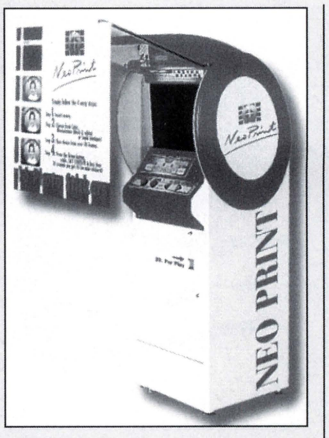
Sticker Club
Photo Vend International
(941)433-0716

An easy-to-use, self-vending interactive imaging kiosk that produces 16 exciting photo stickers in one minute. There are 36 graphic effects to choose from as well as hundreds of borders, entertaining voice and musical prompts, and a preview option. Also available: Logo Photo machine.



Instant Photo Sticker Machine
Pierce Engineering
(805)375-6500

Features include an advanced optics system that lets customers see their image, 16 stickers per sheet or four jumbo stickers per sheet, 20-second print, 200-sheet capacity, and 33 different backgrounds. Booth backdrop is included.



Neo Print
SNK
(408)292-4550

Get a total of 16 stickers in four different backgrounds in 25 seconds—all on one sheet of film. Choose color, black and white, or sepia prints in 12 basic frame styles. Total backgrounds: 48. The machine is cartridge-based; a preview function assures the best results.

People Postcards
Video Magic's
(616)977-0227

A multifunction attraction, it can produce postcards and full color magazine covers depicting the customer's image.

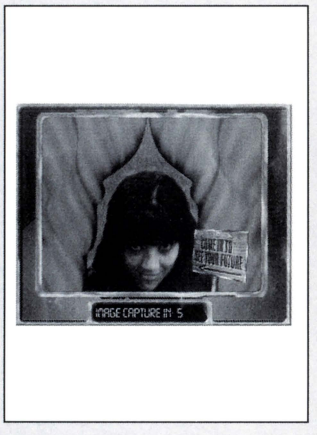
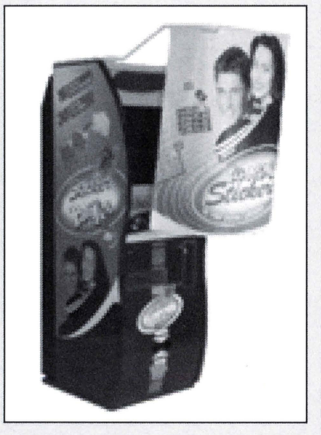


Photo Pod
XStasis
(305)461-3336

Places customers into customized digital stories (Visit to a Fortune Teller, UFO Abduction, Hollywood Casting Call) and creates a Web page for the user and instantly sends it onto the Internet. The Web page address is printed on the four stickers.



Sticker Player
Sticker Inc.
(908)604-9495

Get 16 stickers on a choice of 30 different backgrounds which are changed using a CD-ROM. Features include zoom, adjustable camera height, spring-loaded curtain bar, all-steel cabinet, built-in hasps, casters, and a Windows 95 operating system. It uses a 200-sheet roll printer.

Magic ID
Sticker Inc.
(908)604-9495

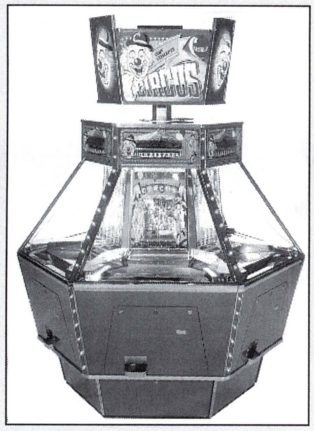
Customers can print black and white or color passport photos, full-size portraits, and stickers with this machine that contains two printers. The unit features an all-steel cabinet, Windows 95 operating system, and Pentium 166 computer.

OPERATOR COMMENTS

"Redemption games are the basis of my entire business. When I compare return on investment, my redemption games fare the best out of all the other equipment I operate."

Play Meter State of Industry Report

COIN PUSHERS



Circus
Bay Tek
(920)822-3951

Hexagonal six-player game that combines the glitz of Las Vegas with a circus theme. Features include big-top circus sounds, bright running track lights, and rotating circus scenes. It gives ticket or token awards. Dimensions: 72" wide x 84" high.

Thriller
Bay Tek
(920)822-3951

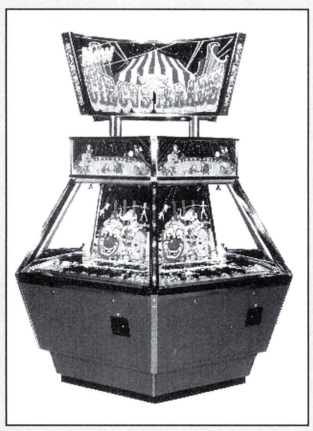
A straight six-player pusher with a roller coaster theme, housed in a yellow and red cabinet with an overhead marquee.

Big Wheel
Coastal Amusements
(732)905-6662

Available in one- or two-player models, this game features a skill-stop button, playfield channels, anti-cheat package, fully metered sound system, ticket dispenser, and rotating Ferris wheel target.

Games Coins Play
Coastal Amusements
(732)905-6662

Cartoon graphics highlight this pusher with super-size header, fully metered sound system, playfield channels, ticket dispenser, and advanced state-of-the-art electronics. Available in several sizes.



Circus Parade
Coastal Amusements
(732)905-6662

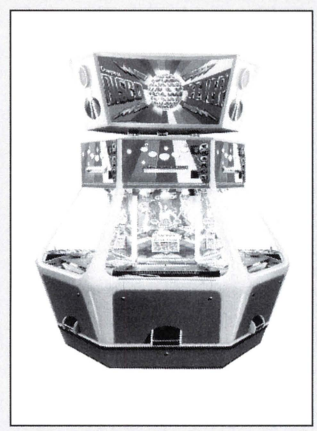
Six-player coin pusher that features dual self-filling jackpots, full anti-cheat system, and optional bill changers. Colorful clown and big top graphics plus overhead marquee add to the attractive package. Also available: High Casino six-player coin pusher.

Jungle Jive
Coastal Amusements
(732)905-6662

Choose from two-, four-, and six-player models of this popular game. Features include ticket dispenser with optional ticket-every-time, movable skill coin/token entry, playfield channels, anti-cheat package, and fully metered sound system.

Wedges/Ledges
Fun Merchants
(201)438-1300

A game of skill that returns one ticket for every coin pushed over the ledge. Features include quarter or token play and ticket dispenser. Dimensions: 40" wide x 49.5" long x 7" high.



Disco Fever/ Royal Casino
ICE
(716)759-0370

Up to six players can enjoy the action in this hexagonal pusher with one of the best coin splash features. Also notable: CD-quality Disco tunes, token or ticket payout, and anti-cheat system.

COIN PUSHERS

Flippa Winna/ High Roller
ICE
(716)759-0370

Two themes in one pusher with exciting bonus dice feature, unique coin flip mechanism, and paddle pusher design. Available in one-, two-, and three-player versions.

Gold Coast/ Cash Roulette
ICE
(716)759-0370

Classic coin pusher game play with enhanced adjustable bonus feature and spinning bonus wheel. Available in one-, two-, four-, and six-player models.

Happy Days/ Splash Down
ICE
(716)759-0370

Stunning graphics and eight playing stations await.

Look for the exciting token action slide in these models built with the cost-conscious customer in mind.

Pirate's Treasure
ICE
(716)759-0370

Look for the exciting "coin splash" bonus feature, pirate theme song and voice package, and revolutionary fiberglass design. Available in one, two-, three-, four-, and six-player models.

Soccer Shot
ICE
(716)759-0370

An interactive token action pusher that incorporates elements of coin drop games. Players try to shoot tokens into three goals guarded by a goalie. Score and see those tokens move! Seats and base are included. Brand-new: Summertime coin pusher due for release in late April.

Silver Falls
McGregor Enterprises
(919)933-8066

Computer generated 3-D graphics and a waterfall backdrop attract players to this pusher with tempered glass front panel for high visibility. Dimensions: 23.5" wide x 32" deep x 60" high.

OPERATOR COMMENTS

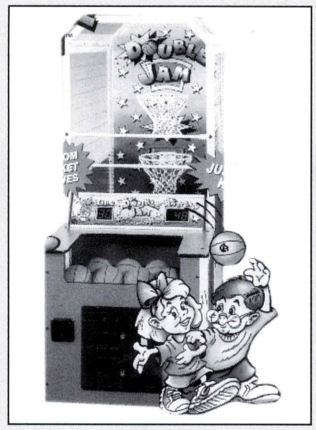
"I would never revenue share with manufacturers. It would enable them to gain market share and then they would take over our locations. I think some manufacturers are trying to figure out how to take over the industry and have it all to themselves."

Play Meter State of Industry Report

SPORTS GAMES

Bankshot Basketball
Bankshot Organization
(301)309-0260

This is a basketball game in which players proceed through a course of angled, curved, and unconventionally configured, brightly colored backboards banking shots off the bankboards and through the rims. Also available: Bankshot-On-A-Roll (trailer version) and Portable Bankshot.

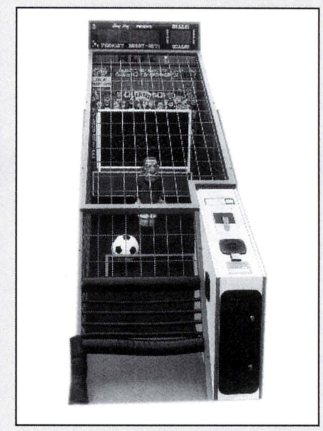


Double Jam
Coastal Amusements
(732)905-6662

This action packed baseketball game is made just for kids. It's a pint-sized version of Triple Jam and features two baskets, a lower moving basket, colorful, eye-catching graphics, and entertaining light and sound package.

Triple Jam
Coastal Amusements
(732)905-6662

This one- to four-player basketball game has three baskets; the center one moves. It has sturdy steel construction, entertaining light and sound package, bar competition setting, telescopic construction for fast assembly, a dollar bill acceptor, and a multiple game link option.



Penalty Shoot Out
Coastal Amusements
(732)905-6662

This game gives players a realistic soccer experience. The player kicks a real soccer ball past the goalie, amid fantastic sound effects and cheers, to score. It is fully metered with a double stack ticket supply. Dimensions: 108-1/4" long x 36-1/4" wide x 80-1/4" high.

Putting Challenge II
G.L. Technology
(847)806-1700

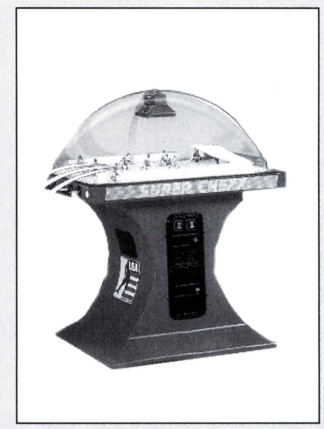
This miniature golf machine offers a total of 108 holes, three skill levels (amateur, pro, and champion), computerized scoring, and voice sound system. It requires no assembly and sets up in minutes. It has a challenging game mode, practice mode, and a redemption mode.

Super Touchdown
G.L. Technology
(847)806-1700

This football game challenges players to pull, aim, and release the mini football shooter to pass or kick the football. In redemption mode, the player launches his footballs into the moving helmets to win tickets. In game mode, one or two players score touchdowns by completing passes into the moving helmets.

Super Kixx
ICE
(716)759-0370

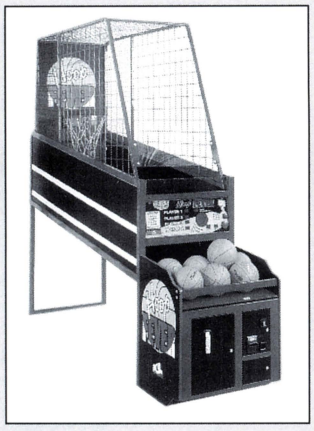
The soccer action takes place under a polycarbonate dome that is built to last and eliminates vandalism. Features overhead lighting and an attractive playfield layout.



Super Chexx
ICE
(716)759-0370

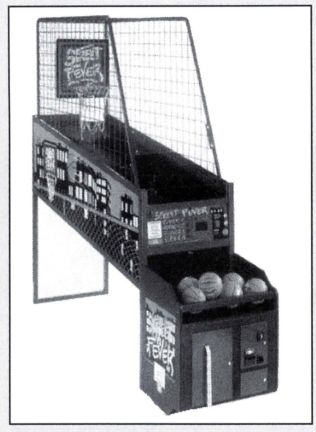
The ice hockey game takes place under a polycarbonate dome that is built to last and eliminates vandalism. Features new electronic design, new sounds, and attractive playfield layout.

SPORTS GAMES



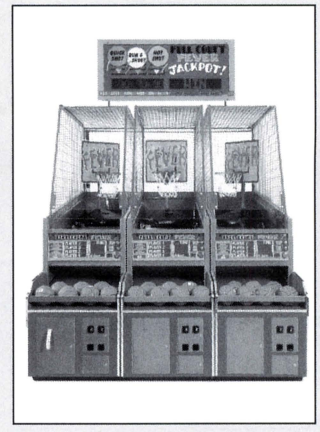
Hoop Fever
ICE
(716)759-0370

It's back to basics with this standard size basketball game built with operators in mind. It features no moving parts, all steel and plywood construction, and multiple unit linking. All for a low price.



Street Fever
ICE
(716)759-0370

The basketball game includes realistic basketballs, a multi-positional basket, 10 different shots, and new discreet motor drive electronics. Features all steel and plywood construction.

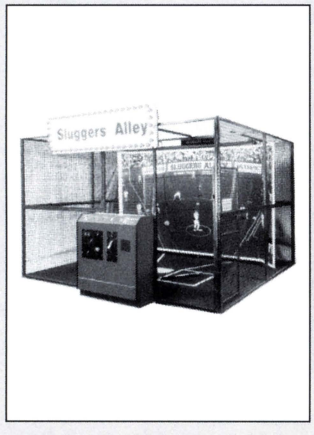


Full Court Fever
ICE
(716)759-0370

This basketball game has great graphics for any location, 10 different shots, a multipositional basket for challenging shots, and maintenance free turntable movement. Games can be linked for simultaneous competition.

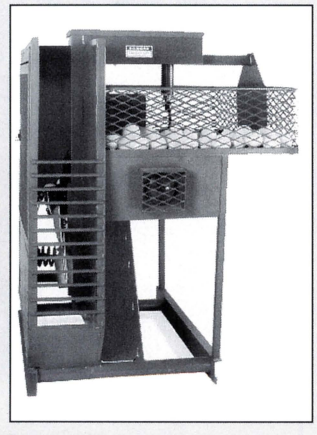
Putting Challenge II
ICE
(716)759-0370

This G.L. Technology game is currently available from ICE. It features six 18-hole golf courses for one to four players in a new compact design.



Slugger's Alley
Lazer-Tron
(510)460-0873

A real ball and bat with hundreds of different outcomes make this a realistic baseball simulator. Players get instant feedback in this real life baseball experience. Dimensions: 12' wide x 12' deep x 8' high.



Master Pitching Machine
Master Pitching Machine Co.
(816)452-0228

Commercial heavy-duty arm type pitching machine with factory-built fittings, including netting, net rigging supplies, and hardware. Four basic styles, including the original rectangular cage and a monopole style.

Street Hoops
P & E Technologies
(908)872-9800

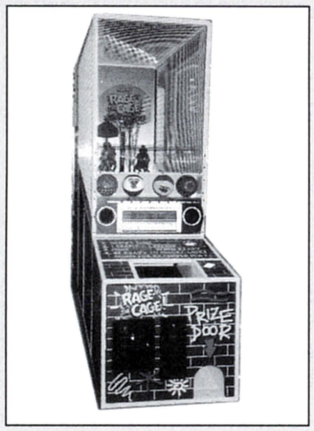
This basketball game challenges players to beat the clock or an opponent by flipping ping pong sized basketballs at a variety of baskets, each with different point values. Bonus points are scored by sinking shots at lighted targets. Optional sports prize dispenser.

Hitter's Rally
Seidel Amusement
(505)821-6878

Baseball! A '90s version of America's classic arcade game. It's fast paced bat and ball action along with great sound effects. Animated pop-up base runners keep players "swinging" for more runs. This one- or two-player game features four operator programmable modes ideal for a variety of locations.

SPRING EQUIPMENT CATALOG

SPORTS GAMES

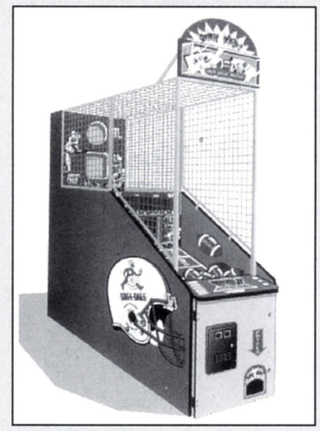


Rage in the Cage
Skee-Ball
(215)997-8900

This game challenges players with its intense graphics, moving basket, and exciting sound effects. Each player competes to win a real miniature logo basketball or add the optional ticket redemption. It has a new color scheme and many mechanical improvements.

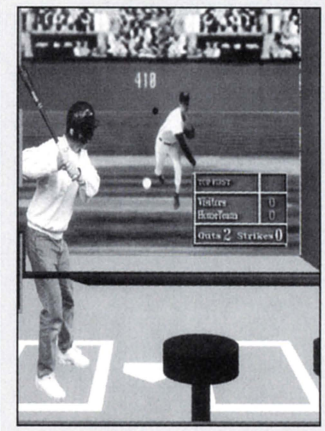
Super Shot Deluxe
Skee-Ball
(215)997-8900

The game offers all of the best and most profitable basketball features. Up to six games can be linked for interactive competition. The moving backboard helps create four different games. The feel of a real basketball and realistic play value are appealing. A prize vending option is available.



UB-QB II
Skee-Ball
(215)997-8900

This football sports game has an updated new target board and display panel. Players throw footballs toward two cut outs on the backboard for either a long or short pass. Players can see their progress on the display board while real game sound effects cheer them on. There is a prize dispenser option available.



Designated Hitter
Sports Simulation
(914)773-0500

In this baseball simulator players hit a real pitched ball and see the rest of the play on a giant screen. With live-speed action, realistic graphics, and the familiar sounds of the ballpark, players have the opportunity to swing in front of 50,000 cheering fans.

QUALITY MACHINES *for* COIN *and* CURRENCY COUNTING.

Other Models Available, Call for Details or Visit our Web Site.

Model SC 303

Model SC 860

Currency Counters, Coin Counters and Coin Sorters.

Call us for more information and a dealer near you.

SCAN COIN

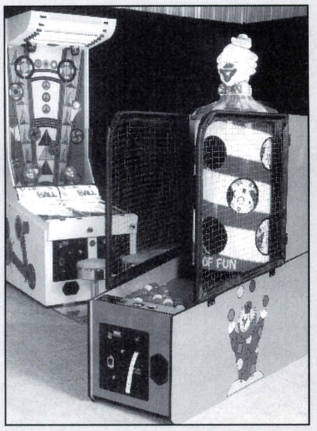
web: http://www.scancoin-usa.com **800-336-3311** FAX: 703 729-8606

TOP OPERATOR CONCERNS

From Play Meter's 1998 State of the Industry Survey

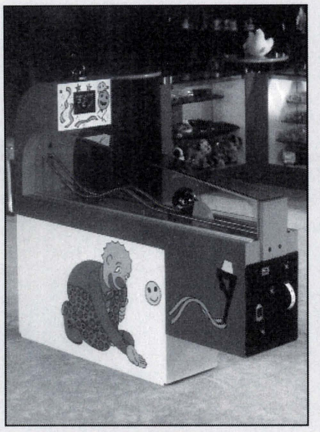
- **Rising cost of games**
- **Decreasing machine revenues**
- **Keeping equipment operational**
- **Selling older equipment**
- **Finding good management**

CHILDREN'S GAMES



Barrel of Fun
Bob's Space Racers
(904)677-0761

Toss balls through the holes of two barrels as they open and close; land more balls to earn more tickets. Features include kid graphics, score display, variable ticket payout and speed, digital sound, and barrel rotation safety system. Dimensions: 40" wide x 96" deep x 101" high.



Kiddie Bowler Roller
Bob's Space Racers
(904)677-0761

The successful Bowler Roller has been rendered just the right size for young children. Features include adjustable ticket payout, number of rolls/tries, and number of coins for credit. Custom lighting is available. Dimensions: 30" wide x 72" long x 63" high.

Kiddie Whac-A-Mole
Bob's Space Racers
(904)677-0761

The granddaddy of whacking games that children always enjoy, now more on their level with a simplified three-hole playing surface and three intermittently popping moles. Crated dimensions: 35" deep x 30" wide x 57" high.

Video Sphere
Carousel International
(573)392-7122

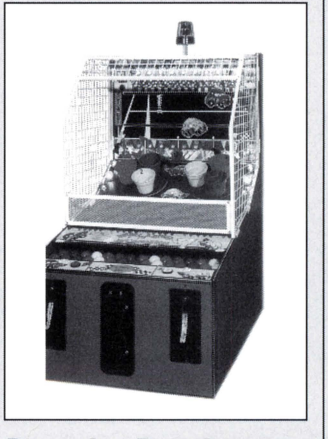
Interactive entertainment for youngsters using the Atari Jaguar system. It has three player stations featuring simulator games such as the Speedster II Indy racing game and Skycopter II flying game. Available in a variety of colors.

Champion Shot
Champion
(817)284-3499

Skill and timing are the keys in this game that features a special "charge" button. Players build up power and release the button to shoot balls into designated holes. There is even a "heckler" button for jeering opponents.

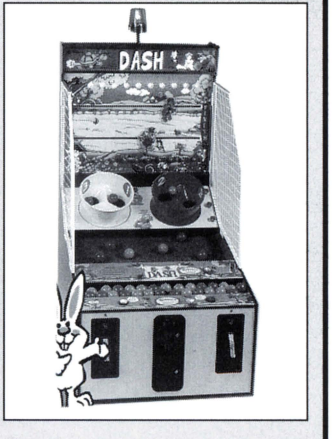
Lil' Champ
Champion
(817)284-3499

A unit that includes over 60 interchangeable games with characters from popular children's programs such as Sesame Street and Richard Scarry's Busy Town. It interacts with players and uses stories, games, and videos to teach reading, numbers, and more.



Bouncing Buggies
Coastal Amusements
(732)905-6662

One or two players toss balls into numbered and color-coded buckets to move cars from the start to the finish line. Features include light and sound system, dual coin mechs and ticket dispensers, colorful racing graphics, and foreign language options. Dimensions: 45" wide x 72" long x 86" high.



Dash
Coastal Amusements
(732)905-6662

A variation on Bouncing Buggies, the game involves tossing balls into numbered and color-coded buckets to move a tortoise and a hare to the finish line. Dimensions: 45" wide x 72" long x 86" high.

CHILDREN'S GAMES

MiniPowaire Hockey
Coastal Amusements
(732)905-6662

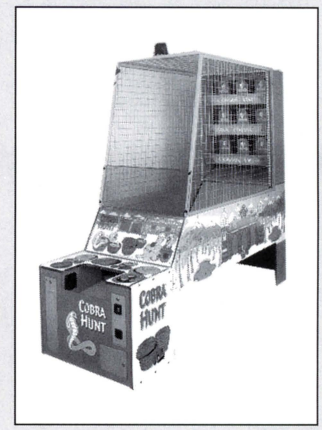
A smaller version of the Powaire Hockey, this unit features durable all-plywood cabinet, Formica top with wearguard finish, electronic scoring tower with table light, ABS-injected legs, and easy access to electronics and the goal area.

Jr. Power Hockey
Great American Recreation
(401)463-5587

This model shares the same standard features as the larger Power Hockey including Formica playfield with wearguard finish, 3/4" plywood cabinet, overhead electronic scoring bridge with large digital numbers and playfield light, and dramatic graphics.

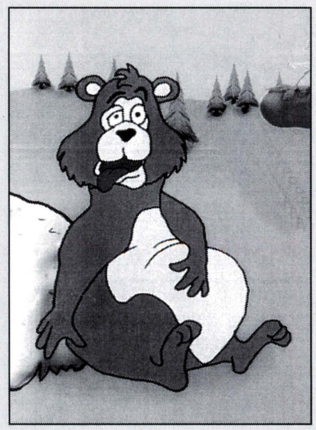
Bozo's Grand Prize Game
ICE
(716)759-0370

The classic children's ball pitch game based on the popular "Bozo's Grand Prize" television show. The game is for either one or two players and offers two exciting modes of play.



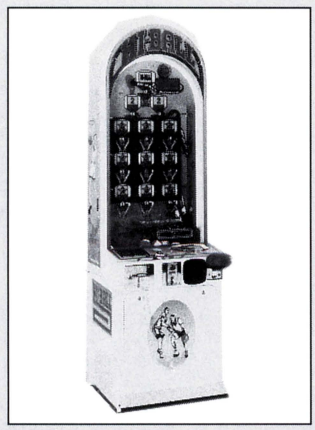
Cobra Hunt
ICE
(716)759-0370

Ball toss game with exciting sound package, knock-down targets, eye-catching graphics, and dependable mechanics.



Frantic Fred
ICE
(716)759-0370

Players use a steering wheel to catch falling apples from the tree while avoiding falling objects. Ticket payout and playing time are adjustable.

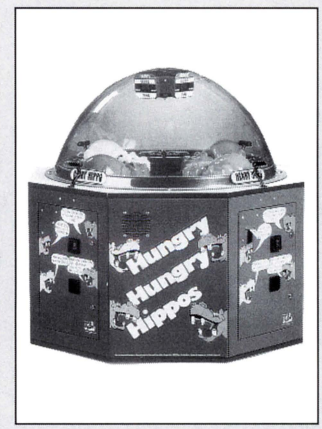


Hi-Ball
ICE
(716)759-0370

Take four tries to make as many baskets as possible to gain tickets. The game has an additional progressive bonus for the high ball and added star bonus for three hoops in a row. Ticket values are adjustable; neon lights add flash.

Humpty Dumpty
ICE
(716)759-0370

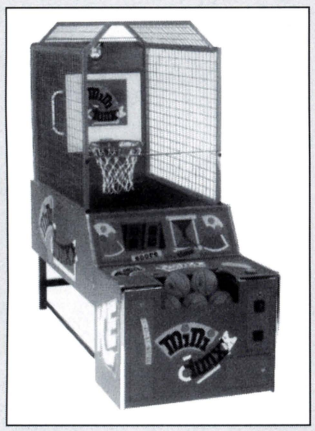
Ball toss game based on the famous children's fairy tale, housed in a kid-size cabinet with a shorter throwing distance. Features include all-new electronics and mechanical targets, new graphics and theme song, and safety netting on the top and sides.



Hungry Hungry Hippos
ICE
(716)759-0370

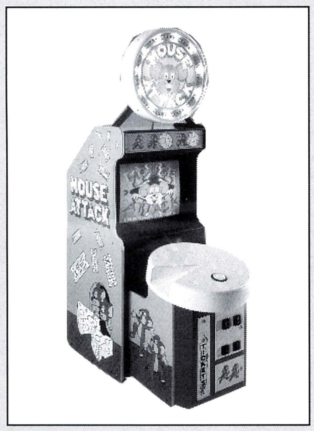
A one- to four-player centerpiece game based on the popular children's board game. Hit the lever to make the hippos open their mouths and go for the marbles. The more marbles, the more tickets the player wins.

CHILDREN'S GAMES



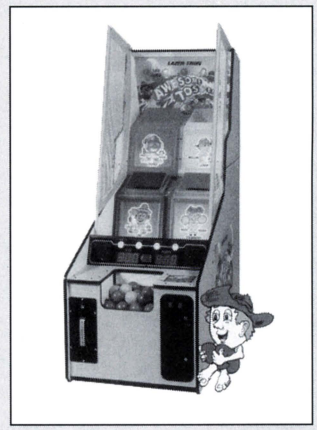
Mini-Dunxx
ICE
(716)759-0370

Special child-sized basketballs come with this basketball game that includes a pivoting hoop (just enough for children). Features include a double-deep ticket bin, low-ticket indicator, large score and remaining time indicators, and kid-pleasing graphics.



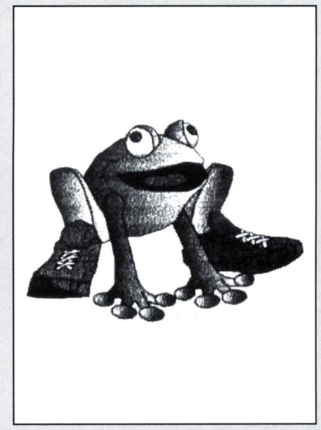
Mouse Attack
ICE
(716)759-0370

The goal is to catch the mice and save the cheese while winning tickets. Players hit a giant button on the slice of cheese to catch mice as they scamper around on the video screen. Features include adjustable ticket payout and colorful cabinet graphics with overhead sign.



Awesome Toss 'Em
Lazer-Tron
(510)460-0873

Toss the correct color balls into matching color bins as target characters light up. Features include sound and graphics package, operator adjustments, and a skill level that increases with player proficiency. Dimensions: 33" wide x 72" deep x 82" high.



Hoppin Harry
Lazer-Tron
(510)460-0873

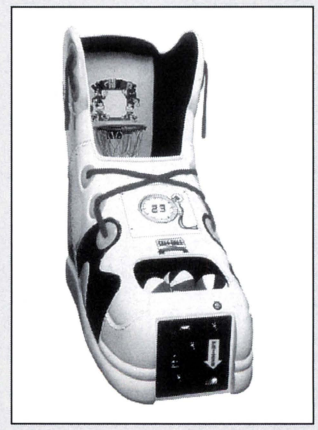
Players must get their frogs to hop on lily pads to cross a raging river. The further they progress across the river the more tickets won. Available in the new one-slot Video Redemption System.

The Flintstones
Lazer-Tron
(510)460-0873

Players toss balls into their bucket to make Fred and Barney climb the track. The faster they throw the faster Fred and Barney go; the first to hit the top wins. You can even make your opponent go backward. Dimensions: 43" wide x 72" deep x 87" high.

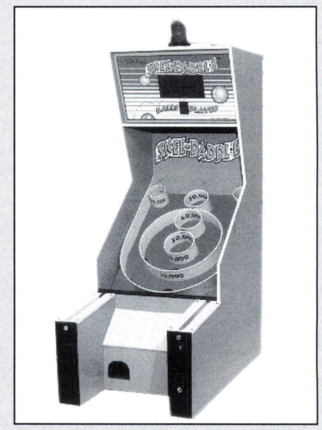
Cavemania
Meltec
(503)643-8312

Roll balls into slots to stop spinning wheels on prehistoric characters and line up three in a row to gain tickets. Features include digital sound and voice, multiball reservoir, ticket dispensers, and infrared scoring. Dimensions: 23.5" wide x 48" deep (72" with seat) x 52" high.



Hightops
Skee-Ball
(215)997-8900

Shaped and designed like a high-top sneaker, this game is designed for children of all ages. The exterior is fiberglass with colors molded in (no painted parts). The interior has a tubular steel frame. Dimensions: 34" wide x 85" long x 72" high. Full year warranty.



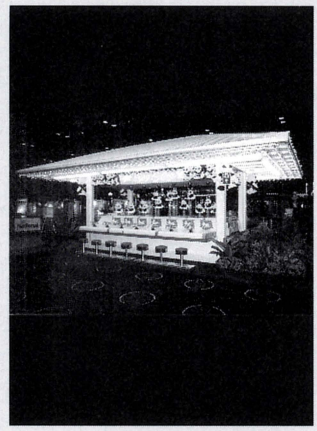
Skee-Daddle
Skee-Ball
(215)997-8900

The same target board technology of Skee-Ball's alley bowlers is found here in a walk-up design to attract younger players. Features are the same as Skee-Toss B.C. with added state-of-the art ball sensors and full year warranty. Dimensions: 29" wide x 48" deep x 72" high.

CHILDREN'S GAMES/MIDWAY-STYLE GAMES

Super Shot Jr.
Skee-Ball
(215)997-8900

Kiddie basketball for two players, a smaller version of Super Shot Deluxe. It has the same features as its big brother: steel frame construction, powder-coated finish, bright graphics, competitive play, and full year warranty. Dimensions: 45.25" wide x 72.5" long x 79" high.

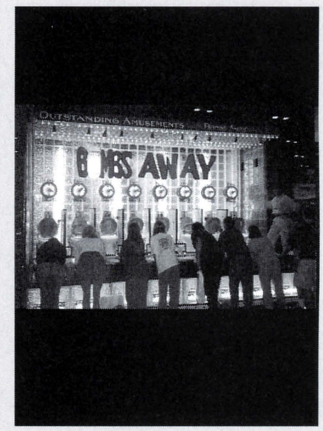


Center Vertical Water Game
Bob's Space Racers
(904)677-0761

Players race toys zooming up the vertical track powered by water guns. Look for neon lights and colorful marquee; park and trailer models are available. (Shown with the new Top Glo game in the new Player Ready Building.)

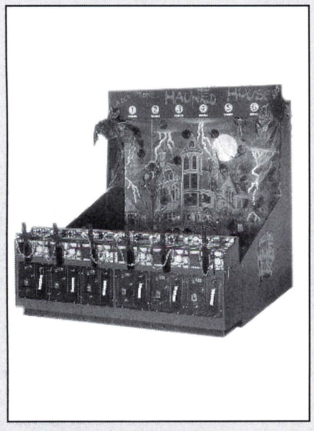
Flick Derby
Namco
(630)238-2248

Fully automatic multiplayer horse racing game that uses a "flick" technique. Mechanical horse images move according to the number of points the player gets. Features include multicoin play, progressive jackpot for breaking the record time, and ticket saver system that dispenses a custom token.



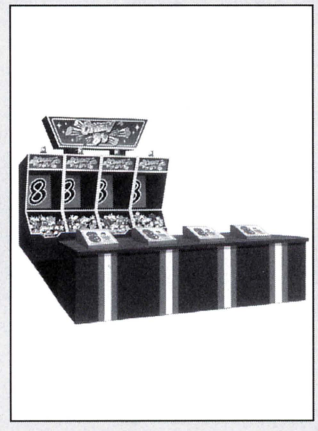
Bomb's Away
Outstanding Amusements
(732)671-0329

Players grab balls from their sink stations and toss them into toilet targets while seats wave at them. The sounds of falling bombs and flushing toilets are heard. Features include adjustable score and time, winner lights, and animated signs. Also available: Men's Room.



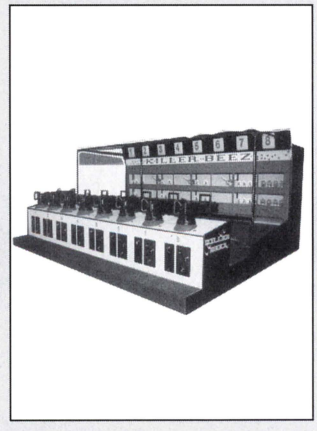
Haunted House
Lazer-Tron
(510)460-0873

Ghoulish shooting gallery where players zap ghost targets with laser guns to score points and earn tickets. Features include ghostly sounds and explosions, solid-state electronics, and completrely themed package. The six-gun unit is shown; other sizes are available.



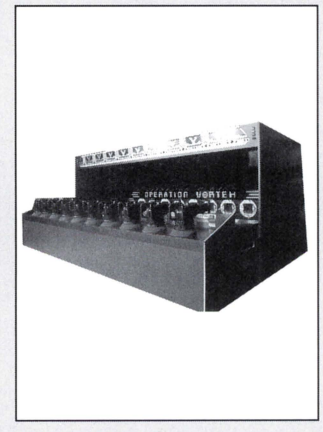
Crazy 8's
Skee-Ball
(215)997-8900

A game that tests a player's action skills. Pick a favored color on the display panel, then try to stop the flashing "8" on the chosen color. A perfect match is a winner. The game features operator-adjustable settings and is adaptable to any size midway operation.



Killer Beez
Skee-Ball
(215)997-8900

Popular ball-shooting game in which players must destroy the Queen Bee by first eliminating the drones, then hitting the Queen the required number of times. A winner light and ball signals the winner after each game. Full year warranty included.



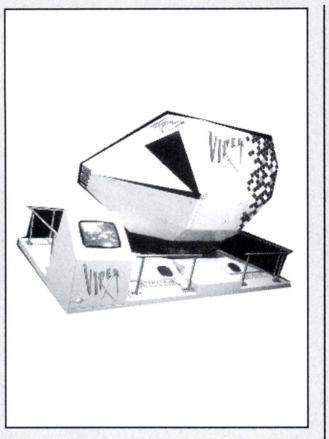
Operation Vortex
Skee-Ball
(215)997-8900

Players shoot balls (four per second) at a flashing target inside their Vortex Death Star. Successful hits cause their spaceship to move closer to the Vortex, which must be disabled. Available in 6- to 16-player versions with coin-op and ticket dispenser options, custom theming, and full year warranty.

VIRTUAL REALITY, MOTION SIMULATORS

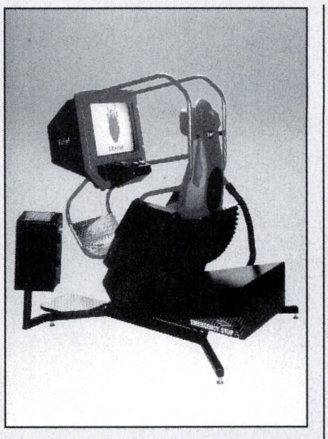
Motion capsules
Adventure Quest
(701)277-1332

The company offers the M-4SX , a compact, two-passenger motion simulator with full 360 degree rotation, and the Millennium Personal Motion Theatre. Mobile Adventure Quest units use a custom concession trailer with a fold open/deck side.



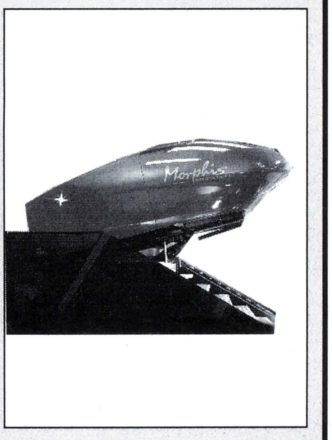
Viper XI
Astro Distributing
(309)786-7066

A motion simulator that features 3D sound, three degrees of freedom, interactive graphics and motion, networked game scenarios, external sound and monitor, full automation, and a compact footprint.



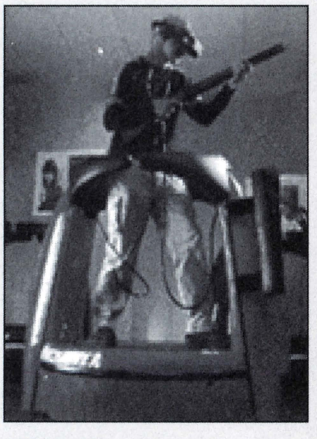
Trip2
BrainCo
(650)526-1399

A single-player, interactive Trip2 simulator developed in conjunction with Streak Technlogy that supports porting for all Windows 95 games. Trip2 features a proprietary motion base, digital sounds and rumble effect, structural modularity, themeable graphics flexibility, and a small footprint.



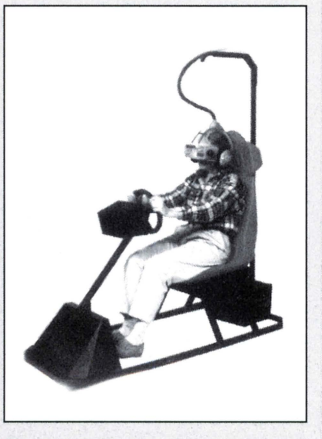
FX-2
Camber Entertainment
44 1293427922

This two-seat, interactive simulator features an electric motion system, three degrees of freedom, a semi-open capsule design, joystick control, and three pre-loaded ride games. The unit will operate as a passive ride as well. Also available: Morphis Movieride Theater.



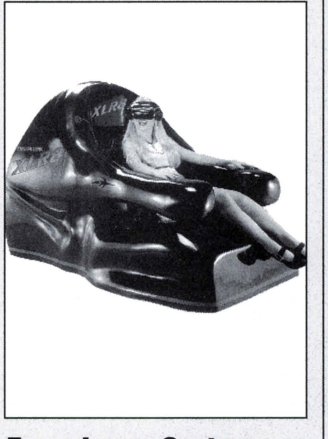
VR systems
Cybermind
+49 304 3033000

Having bought out Virtuality's entertainment division, the company currently offers stand up, sit-down, and Total Recoil units with more than 15 software titles. Cybermind is also introducing a single-player motion base for interactive game play.



Virtual Speedway
CM300 Corp.
(905)707-3441

Players wear a head-mounted display in order to view a miniature 40' x 20' car race track from inside one of the small vehicles. Signals are transmitted by TV signals from the cars, which they control through the use of a life-size steering wheel and foot pedal Also available: the Cobra sit-down or stand-up VR pod and Dynamotion motion theater.



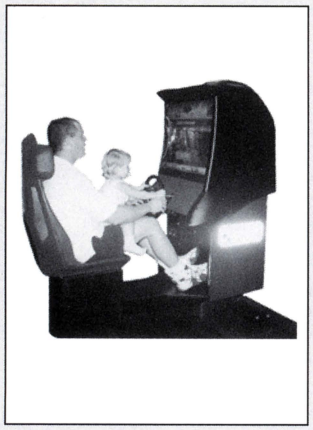
Experience System
Ferris Productions
(602)470-1177

Offers immersive audio, 3D visuals, and even smell. The system lets players take in a number of virtual adventures and travel through several different landscapes taking in the sights, sounds, and smells. Also available: XLR8, traditional HMD VR system, and PC-based attractions.

Sim 245
Jesler Enterprises
(705)876-0226

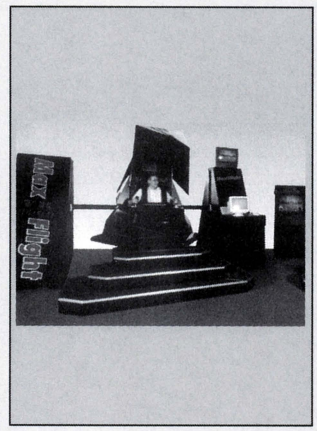
Interactive motion base that can serve as a coin-op platform with upgradeable PC software. There are three different models to choose from: large screen/large seat-style, large screen/shoulder-style, or on-board roll cage-style.

VIRTUAL REALITY, MOTION SIMULATORS



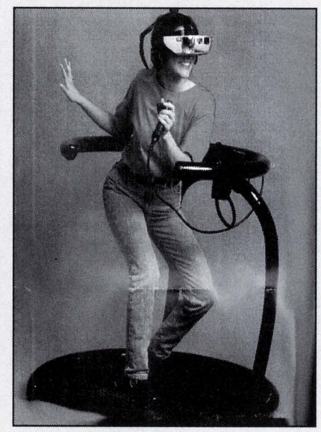
Motion platforms
Letovsky Dynamics
(707)459-9445

Topgun Flyer and Road Rocket Driver are multiaxis motion simulators which work with any video game platform, dedicated arcade or PC, without any modification to the game hardware or software. They can also be retrofitted to existing arcade driving or flying games.



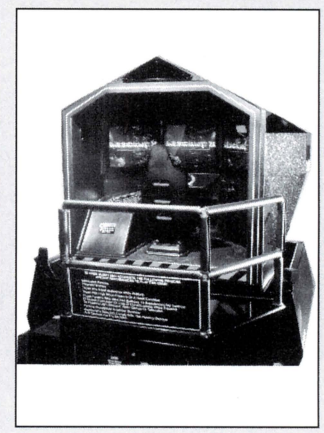
VR2000
MaxFlight
(732)942-9898

Riders have total control over the speed and motion of their aircraft allowing them to perform complete 360-degree loops, banks, and rolls while experiencing the dynamic G-forces of motion. Also available: VR2002 roller coaster simulator.



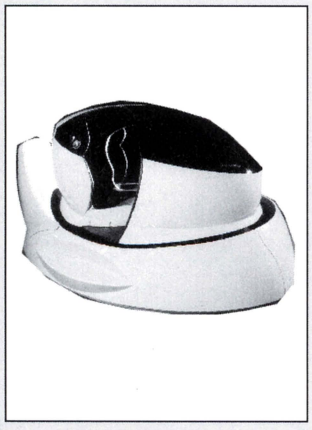
3D-XTC
Straylight
(908)580-0086

A portable, stand-up VR platform which allows for simple assembly and ease of transport. Teams of players can be linked together for cooperative or competitive play inside 360-degree virtual environments. Also available: CyberTron Entertainment System and Virtual Theater System.



Xtreme Voodoo
Stricor Inc.
(770)447-1670

The one-player interactive motion simulator runs on three PCs, can be linked using computer networking technology, and has been designed using off-the-shelf components to bring down the cost to operators. The simulator features interchangeable controls and a wraparound visual display.

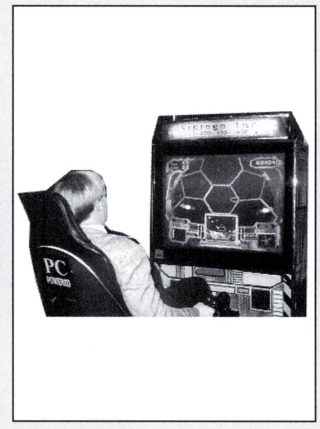


Venturer S2i
Thomson Entertainment
44 (0)1293 563313

Principal features include joystick controls for one or two players. A steering wheel option is available. In two-player mode, one player acts as the pilot while the other serves as the navigator or shooter. In one-player mode, all the features of the game are concentrated into one set of controls.

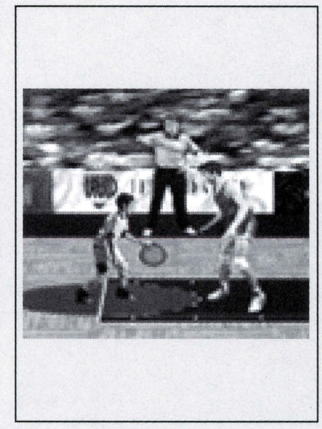
Voyager F500
Thrillseeker's
61 396045544

The Voyager F500, developed by U.K.-based Leisure Dynamics, features an electric motion base, six degrees of freedom, fully automated closed cockpit, and an internal 38-inch monitor and sound system. The unit is based on PC technology.



FunPrint
ViRtogo
(800)490-5608

The unit comes in two configurations, the 2000 and 6000, featuring two and six degrees of motion freedom. Both utilize PC architecture and the company's Cyber Air Base pneumatic motion platform. The 2000 features a 33" monitor, networkability and a free-standing plug and play cabinet from AM&D. The 6000 features a 50" monitor.



Holopod
Vivid Group
(416)340-9290

The player's image is scanned and once the player's image appears on the screen, their chosen virtual environment quickly materializes around that image and they are ready to compete. As the player moves within the pod, they control the movement of their mirror image on the screen. Also available: Multi-Sport Stadium.

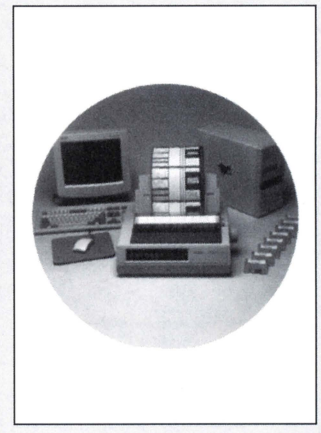
LASER TAG

Laser Extreme
Actual Reality
(403)440-3706

Offering 20 gun and pack systems in a turnkey package that includes interactive arena devices, network and master controllers, and all of the componenets necessary to run the system. Also available: fixed and inflatable arenas.

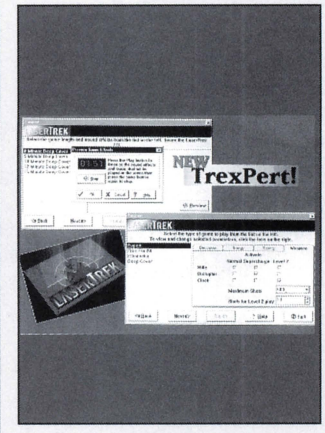
Lazer Runner
Ascension Productions
(403)440-3706

This laser tag firm sells a full line of guns and vests, as well as several arenas. They include fixed arenas such as the Battle Base VII, a completely themed product, and inflatables.



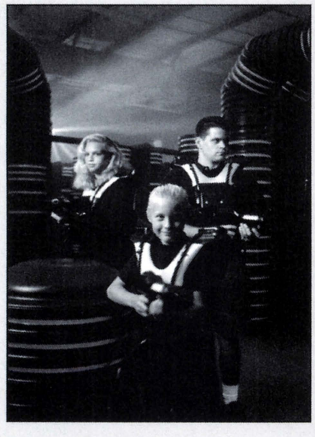
Laser Storm
Laser Storm
(303)751-8545

Completely themed laser games and arenas, as well as new low prices on systems that include phasers, vests, energy pods, computer system, and numeric scoreboard.



LaserTrek
Heads Up Technology
(972)407-1131

A range of laser tag systems from high-end, amusement-park scale units to more affordable products for large arcades. The company also offers TrekWare, a software program using a wizard-like format and Windows-style icon to assist in creating new game experiences. LaserTrek LT is the latest.



LaserTron
LaserTron
(716)836-0670

Features: rapid-fire action, guaranteed trade-in value, no franchise or royalty fee, 100 percent shot recognition, multidirectional vibrating sensors, real-time radio data communication, and real-time individual scoring displayed on vests and monitors. Ground Zero is the latest.

Solo Systems
LaserStar Technologies
(954)981-1208

The system uses a cordless laser tag gun and no vests or headsets. This eliminates sizing, hygiene, and maintenance hassles and allows more groups per hour thus more profit.

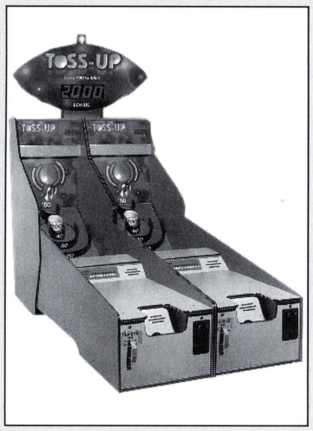
Veqtor Max
Veqtor Laser Tag `N Target
(423)246-6927

A state-of-the-art radio frequency-based laser tag system with a four-layer surface-mounted module that operates with the advanced Elite software. Features include continual radio polling, automated downloading, and three microcontrollers per pack. Also available: Veqtor Elite and Veqtor Lite.

Ultrazone
Zone Laser Games
(702)734-3617

Full line of laser tag equipment, including vest and laser guns that offer a wide range of playing experiences from action-packed fast-fire formats to birthday parties to complex games of strategy for experienced players and leagues. New systems include System-T, System-Z.

ALLEY BOWLERS



Toss-Up
Bay Tek
(920)822-3951

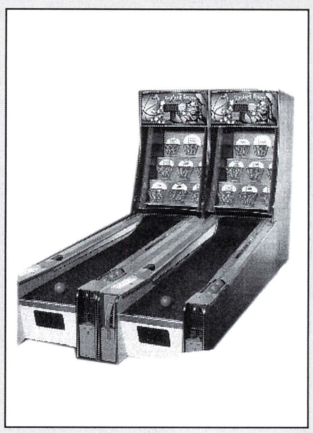
Bay Tek has loaded up this new tossing game with hot neon lights, zippy sounds, and enough color to attract players again and again. The game is fully bankable with exciting full-through-air tossing. Sign and stools are optional.

Bug Bash
Bay Tek
(920)822-3951

This game appeals to all ages. The object is to roll nine balls up the alley to knock over or "bash" all nine bugs at the end. The more bugs you bash, the more tickets you get.

Willy B. Stinky
Bay Tek
(920)822-3951

This is a creative alley bowler that everyone will enjoy. The game is based on a little boy named Willy B. Stinky and his adventure in the bathroom. The object is to roll nine balls up the alley for a splash down in one of the nine toilet targets.

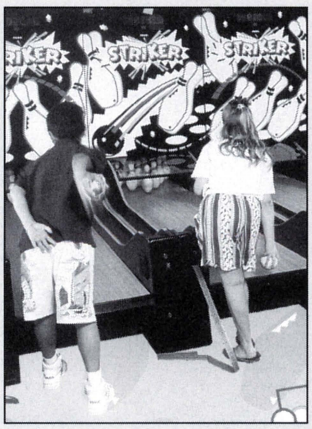


Basket Fever
Bay Tek
(920)822-3951

This jammin' bowler combines the irresistible game play of basketball and timeless popularity of alley bowlers. The game is played by rolling nine balls up the alley at the nine basketball hoops to score.

Pro Striker
Design Plus
(309)682-9359

Experience the excitement, sound, and feel of authentic bowling. One to six players get 10 full frames of strikes, spares, and more. Great for league play. Features real bowling balls and pins, ticket dispenser or bill validator, and user friendly audits. Three lengths available.



Striker
Design Plus
(309)682-9359

This state-of-the-art interactive game features a real bowling ball and pins. Each player gets five balls and a full set of pins to roll for every time. It's high quality and easy to assemble.

Skyball
Fab Tron
(914)739-2916

It uses state-of-the-art design techniques for power and flexibility. A full on board 486 computer, pop down set-up menu, high speed processing, 3-D graphics/sound, and a 19" monitor give it easy game play set-up and numerous game versions.

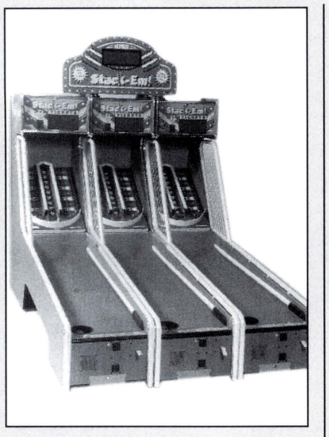
Bowlingo
Fun Enterprises/Mendes
(516)777-7380

This is a coin-operated 10-pin bowling system, smaller than conventional 10-pin bowling. Bowlingo was designed to appeal to families, novices, and experienced players. It has interactive sound and a fully digital scoring system. Dimensions: two lanes are 10-foot wide by 48-foot long.

ALLEY BOWLERS

Ice Ball
ICE
(716)759-0370

This colorful alley bowler features all-steel, powdered epoxy-coated cage, main electronics right up front, coin mechanism and cashbox on easy slide system, and custom solenoid for ball release. Players throw balls up an alley into numbered targets which determine the number of tickets.



Stack-Em!
Lazer-Tron
(510)460-0873

This game has the classic features of a traditional alley bowler game as well as a unique backwall design previously not seen on such games. Players roll the small wooden balls up a 10" alley in an attempt to stack them in the center target area. The more balls they stack, the more tickets they win.

Lazer-Ball
Lazer-Tron
(510)460-0873

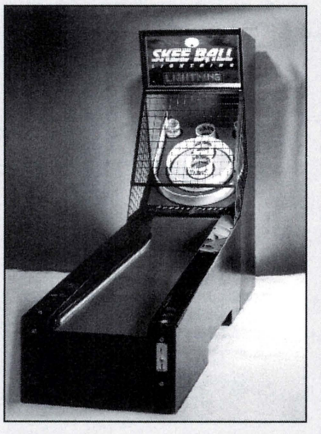
This vibrant looking alley bowler challenges players to roll balls down the alley trying to make them go into circular targets, each with different points. The higher the points, the more tickets he receives. There are a large digital score display, 15-ball storage capacity, great sounds, 4,000 ticket capacity, and colorful graphics.

Scat Cats
Skee-Ball
(215)997-8900

This game uses the popular midway game Cat Rack context but as a redemption game. Set up like all alley games, a player rolls a ball up an alley towards a target board. Instead of holes, though, a player must knock over cat figurines.

Skee-Ball Classic
Skee-Ball
(215)997-8900

Patterned after the original invention in 1909, it's available in 10- and 13-foot lengths. It is microprocessor controlled and features nine different sounds which are triggered by scoring balls, gutter balls, and high scores. Equipped with the single ball system which allows it to operate with as little as one ball.



Skee-Ball Lightning
Skee-Ball
(215)997-8900

A more high-tech approach to the classic alley game. It comes equipped with exciting, themed sounds, tri-color display, and 3/16" Lexan channel covers with the art screened underneath (no decals to peel off). Other features include the double flash option, optical sensors, and upfront programming switches.

Skee-Ball Too!
Skee-Ball
(215)997-8900

This version of the popular game offers a bolder, brighter, and more exciting asthetic package. It comes equipped with many of the technological advancements of Skee-Ball Lightning. A progressive jackpot is available.

OPERATOR COMMENTS

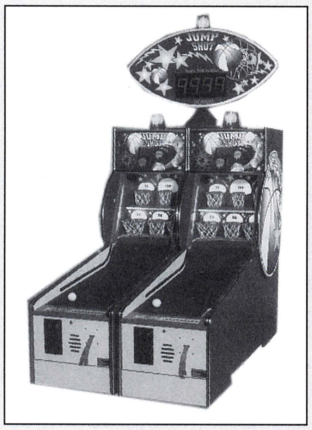
"I've been successful placing redemption equipment in locations I never would have approached only a year ago. And they love it."

Play Meter State of Industry Report

BALL ROLL DOWNS

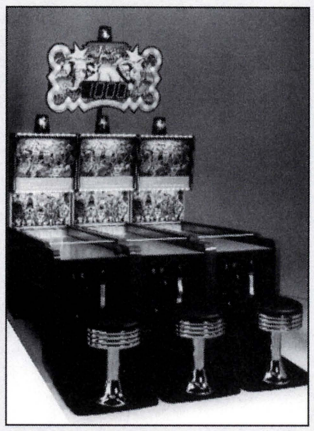
Clown Rolldown
Bay Tek
(920)822-3951

Roll six balls down an alley at targets to accumulate points. The targets are juggling balls pictured below the scoreboard. Each of the balls has a different point value (l-6). The goal is to gain a total score of under 19 points or over 23 points to win tickets.



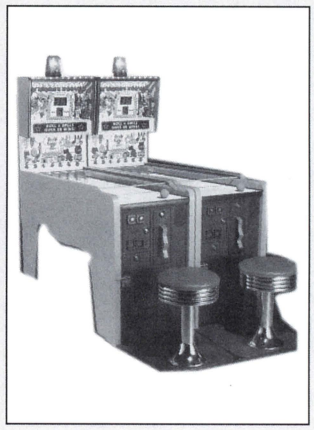
Jump Shot
Bay Tek
(920)822-3951

A convertible game that can also be an alley bowler. As a roll down, players sit and roll six balls (one at a time) down the alley, up the ramp, and into mini basketball hoops of various point values. Higher scores deliver more tickets.



Jungle Picnic
Bay Tek
(920)822-3951

Players roll balls at lighted animal targets to win tickets (operator-programmable). With each ball an animal's mouth will light up. The object is to roll the ball into the target that is lit—the more you hit the more tickets you win.

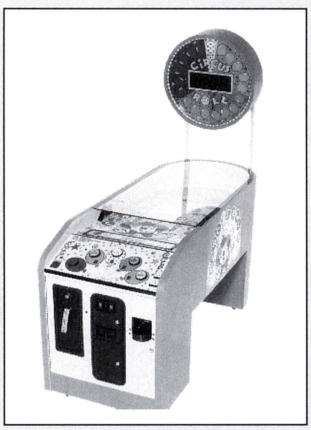


Pizza Roll
Bay Tek
(920)822-3951

Build a pizza by skillfully rolling balls into slots representing six different pizza toppings (point values 1-6). Players aim for a score of 19 points or 23 points to win tickets. Look for flashing lights, cartoon graphics, and all the standard Bay Tek features.

Rock N' Roll
Bay Tek
(920)822-3951

Players roll six balls down the alley at targets for points and tickets. Targets are checkered finish line flags with varied point values (1-6). The aim is to achieve a high score—the higher the total score over 20 points the more tickets won.

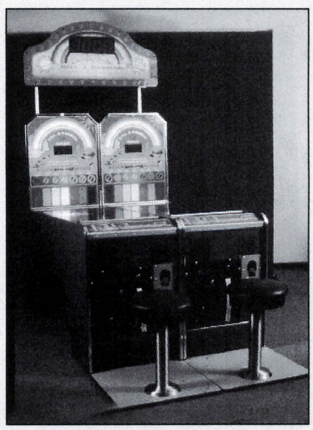


Circus Roll
Coastal Amusements
(732)905-6662

Choose from one to five colors, each with a different difficulty level and ticket value, then roll the ball toward a colorful spinning wheel. When the ball falls into one of the spaces selected, the player scores. Dimensions: 28" wide x 72" deep x 77" high.

Roll-Ette
Coastal Amusements
(732)905-6662

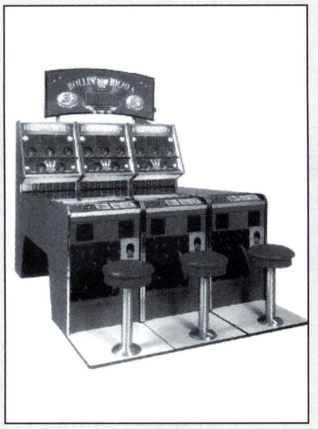
Players will find realistic roulette action in this roll down that features entertaining sound effects, unlimited coin play, and 29 different ways to win. A bill acceptor is optional. Dimensions: 28" wide x 72" deep x 77" high.



Roll-A-Rainbow
Lazer-Tron
(510)460-0873

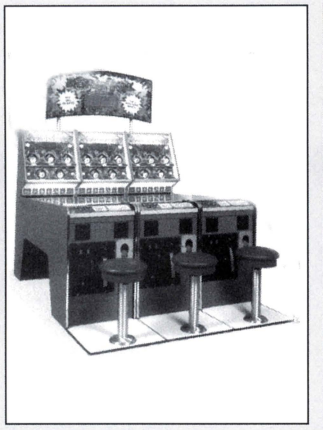
Players must successfully roll balls into colorful target slots to win tickets. If all seven rainbow slots are lit they win the jackpot. The game is fully programmable and offers multi-coin play, six-month warranty, and progressive bonus. It is U.L. and C.E. listed. Dimensions: 23.5" w x 64" high x 72" long.

BALL ROLL DOWNS



Rollin' For Riches
Lazer-Tron
(510)460-0873

Roll up to five balls to get certain numbers on the spinning dice on the back wall. Form pairs, three of a kind, or other combinations and win tickets.



Safari Roll
Lazer-Tron
(510)460-0873

Players roll five balls to make combinations of animals on the mechanical spinning targets on the back wall. Make the best combinations to win tickets big time. Dimensions: 25" wide x 72" deep x 86.5" high.

Spin To Win Series
Lazer-Tron
(510)460-0873

Choose from Jungle Rama, Spin a 21, and the original Spin to Win. All ask players to roll three balls down the playfield into different slots on the wheel worth different values. It's possible to win thousands of tickets. Dimensions: 24" wide x 72" deep x 96" high.

LXI Hi-Lo
Seidel Amusement
(505)821-6878

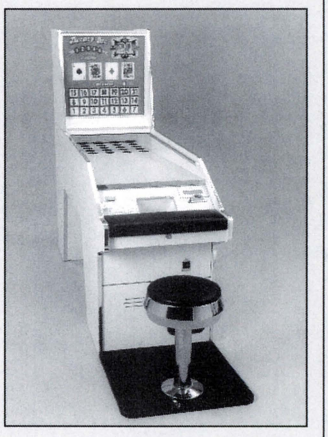
Updated classics! Here a player must score Hi-Lo (21) with two to five balls or remain under Hi-Lo with five balls. The sleek new LXI white cabinet features a padded armrest and a host of options.

LXI Lite-A-Line
Seidel Amusement
(505)821-6878

An old favorite combines the excitement of Bingo with the challenge of a roll down. Using six balls, players try to score four corners or complete as many lines as possible. Dimensions: 78" wide x 94.50" deep x 68.50" high.

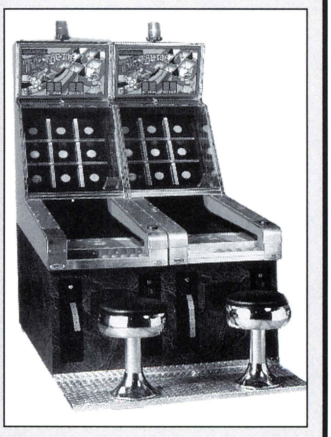
LXI Pokereno
Seidel Amusement
(505)821-6878

All the fun of poker in an interactive skill roll down game! It features a "Joker" center hole that acts as a wild card to give players the best possible hand. It can also be used to issue bonus tickets and qualify for individual jackpots.



LXI Twenty-One
Seidel Amusement
(505)821-6878

Players are challenged to score exactly 21 using two to five balls per game or remain under 21 with five balls. The playfield has 25 holes with score values from one to 10, and several that act like Aces count as 11 or one.



Tic Tac Toe
Skee-Ball
(215)997-8900

Roll balls up the alley to gain a vertical, horizontal, or diagonal tic-tac-toe. Features include ticket dispenser, operator adjustments, coin and ticket meter, and choice of two- or three-player models. Available in minialley format. Dimensions: 26" wide (per station) x 92" deep x 84" high.

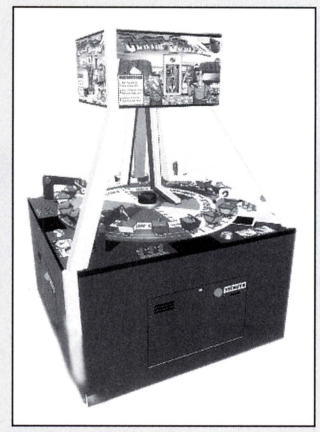
COIN DROP GAMES

Big Haul
Benchmark
(954)781-8080

Players must skillfully time a coin's release so one of the eight dump trucks on the playfield unleashes its load of loot. Hitting the dump lever results in big rewards. Tokens build in the trucks with every play. All features are operator-adjustable.

Big Haul Limited Edition
Benchmark
(954)781-8080

Single player version of the two-player game designed for locations where space is at a premium. It measures 29" wide and has four dump trucks on the playfield instead of eight. All other features are retained.



Claim Jumper
Benchmark
(954)781-8080

Skill redemption game featuring train cars holding tokens, available in three- or four-player versions. It holds up to 4,000 tickets per player station and has as many as 18 progressive jackpots. Dimensions: 47" wide x 47" deep x 60" high.

Turf Champ
Bromley
(847)509-0240

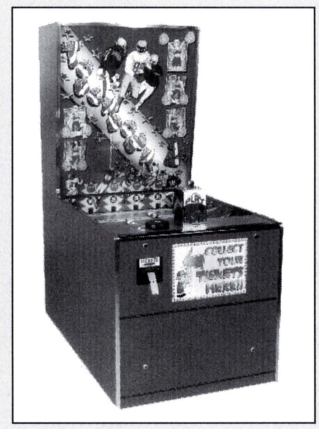
Players can insert up to seven coins and select one of seven horses in this racing game. Features include automatic ticket count on the display, easy ticket adjustment, low-ticket light, stereo sound, and high-grade cabinet.

Super Rock-N-Bowl
Bromley
(847)509-0240

The coin drop game with a sweeper arm that clears fallen coins. Players direct coins down a lane toward bowling pins to knock them down and gain tickets. Look for great sound, high-grade cabinet, and double-stack ticket holder. Also available: the original Rock-N-Bowl.

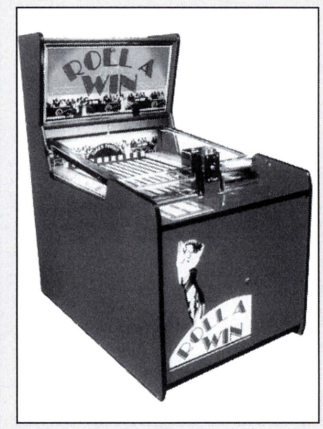
Wheel 'Em In
Bromley
(847)509-0240

Players direct coins onto a conveyor belt with nine lanes of different values to win tickets. The game features a plywood cabinet and measures 22-1/8" wide x 47" deep x 57-1/4" high.



Touchdown
Coastal Amusements
(732)905-6662

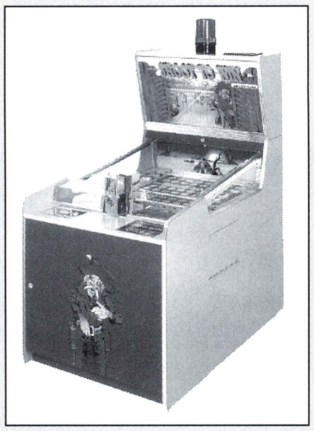
Roll coins across a moving football field to score touchdowns as football players try to tackle the coins. Win more tickets for crossing the goal line and passing through one of four tunnels. Consolation tickets are awarded for landing on yellow stripes before reaching the goal line; ticket payout is adjustable.



Roll A Win
ICE
(716)759-0370

Classy '30s-themed game with adjustable percentage payout and optional ticket payout. It is suitable for any coinage and is available with changers. It comes in single or double models.

COIN DROP GAMES

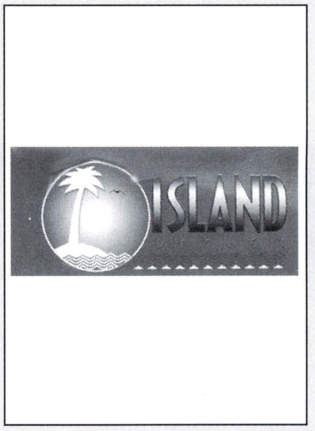


Shoot To Win
ICE
(716)759-0370

This bull's-eye belt game has adjustable big ticket payouts and is available in a single player version. The cabinet is yellow and red and features Old West theme graphics.

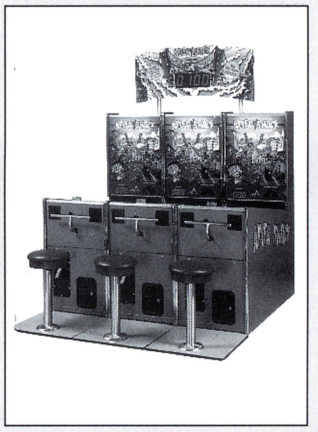
Tickets-N-Tunes
ICE
(716)759-0370

A vertical coin-drop game that challenges players to drop coins into a rotating turntable playfield that looks like a miniature jukebox. Features include adjustable turntable speed, built-in wheels for easy moving, great '50s-style tunes, and big ticket payout.



Vortex
Island Design
(707)547-4850

A funnel game with adjustable ticket payouts for hitting targets. The jade colored cabinet is made of plywood with a Formica overlay; a curved plex on top and lighting complete the package. Available in one-player or two-player models.



Aftershock
Lazer-Tron
(510)460-0873

Coins slide down a vibrating playfield into target holes. Careful moving of the playfield allows a win of up to 90 tickets. The game is themed after the San Francisco earthquake. Dimensions: 26" wide x 60" deep x 96" tall. Also available as The Wave, a baseball-themed version.

Pirate's Gold
Lazer-Tron
(510)460-0873

Players navigate coins through the pins into target holes to win tickets. Hit all six targets and win the progressive jackpot. Dimensions: 25.25" wide x 22" deep x 61" high.

Pharaoh's Fantasy
Lazer-Tron
(510)460-0873

A multicoin game with a chance to shoot up to 20 rapid-firing coins. The more targets hit the more tickets won. Players can increase their chances of hitting more targets by buying more shots per game. Dimensions: 25.5" wide x 47" deep x 83" high.

Super Bank It II
Lazer-Tron
(510)460-0873

Coin-flipping action with a basketball theme that offers three ways to win. Players can get thousands of tickets by making shots in each of the seven baskets. Dimensions: 26" wide x 36" deep x 73" high.

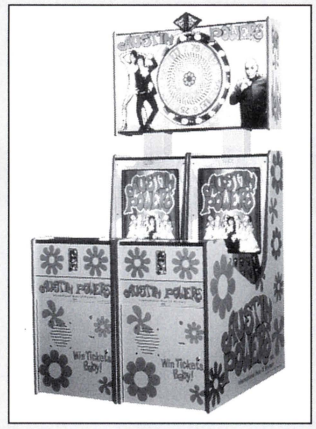
Twister
Lazer-Tron
(510)460-0873

Put your coin in the shooter to send it on a path to hit each of seven targets as it rolls around a funnel moving downward. Each target has a different ticket value. Hit all seven targets and win the progressive jackpot. Dimensions: 32.5" wide x 37.5" deep x 45" high.

COIN DROP GAMES

Cut the Cheese
Sega Pinball
(708)345-7700

Players direct coins toward a motorized open potty to win tickets for successful hits. Features include dot-matrix display, operator-adjustable BSMT sound, oversized ticket magazine, and operator-adjustable progressive jackpot. Dimensions: 22" wide x 47" deep x 60" high.

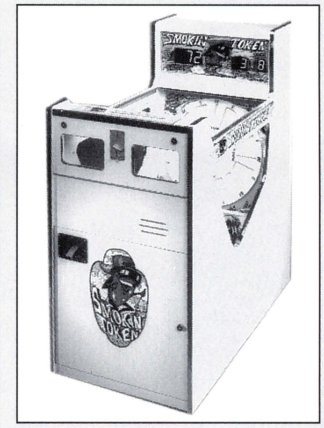


Austin Powers
Sega Pinball
(708)345-7700

Accompanied by a sound package from the movie of the same name, this two-player game lets players join Powers and Ms. Kensington on the mission to stop Dr. Evil. Features include the big groovy button and a wheel of powers.

Goin' Rollin'
Seidel Amusement
(505)821-6878

A fast-paced skate-themed game. Players' coins roll down the ramp, over a jump, then fly through the air toward a targeted opening in a rotating wheel. A ticket multiplier and progressive jackpot add to the challenge and excitement of the game.



Smokin' Token
Seidel Amusement
(505)821-6878

A coin jump, ski-themed game with rotating wheel of various openings and ticket values. Players time their coin to maximize winnings. Features include digital display, ticket multiplier, theft alarm, and bonus countdown or jackpot tickets. Dimensions: 25" wide, 43" deep x 52" high.

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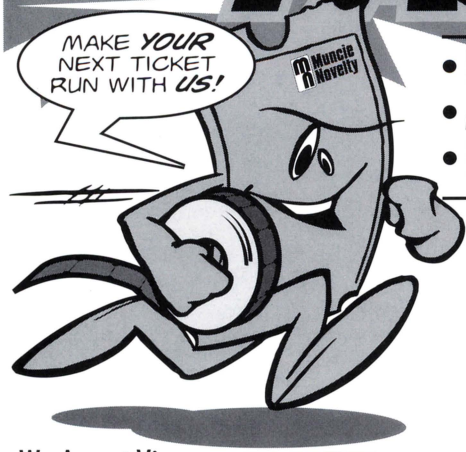

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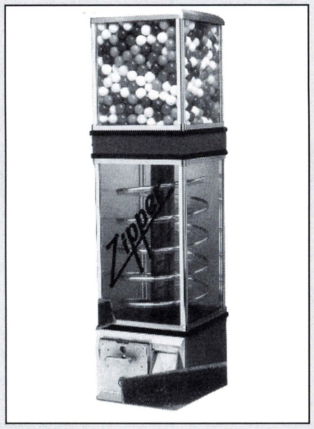
Star Catcher
Seidel Amusement
(505)821-6878

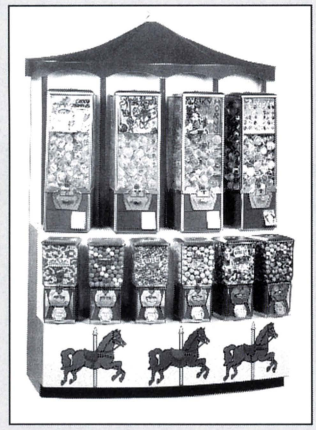
Compact two-player game with flashing star theme, coin launcher, ticket multiplier, and vortex that propels coins. Players press a launch button to catch the highest flashing star as the coin drops into orbit. Winnings increase with each try. Dimensions: 31" long x 26" wide x 37' high.

BULK VENDING



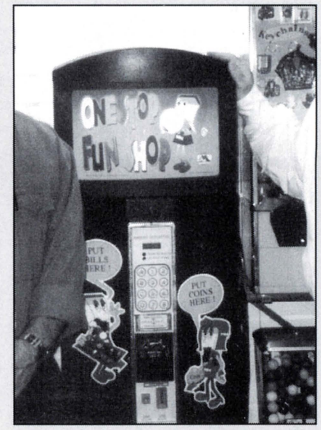
Baby Zipper
A & A Co./Parkway Machine
(410)252-1020

This vending unit has all the benefits of the larger spiral gumball machines and the option of being mounted on a rack stand makes it much more flexible in its space requirements.



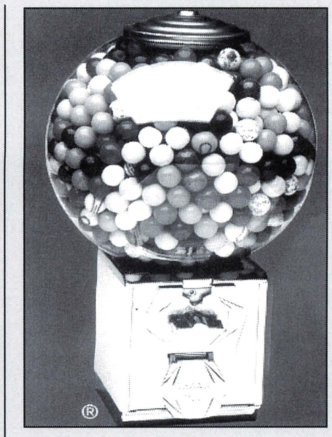
Carousel Stand
A & A Co./Parkway Machine
(410)252-1020

A carnival-themed fiberglass vending stand that can put up to 10 vending units within easy reach of customers. Also from A & A: a full line of vending machines.



Electronic Bulk Vendor
A & A Co./Parkway Machine
(410)252-1020

The automated unit adapts to all bulk vendors, can be programmed to any price per play, can control up to 32 machines, and features optional accounting software that provides total control over the machines and will report directly to the operator.

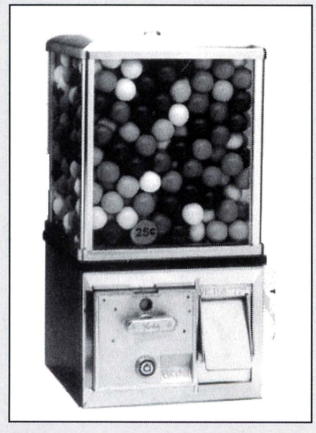


PM vendors
A & A Co./Parkway Machine
(410)252-1020

For a look that's bold, the company added a larger 12" globe to two of its best sellers, the PM Elite and PM Premier. Made from Lexan, the globes are shatter- and crack-resistant for safer shipping and an accident-free earning life. Also from A & A: a whole line of vendors and supplies.

Triple Crown
A & A Co./Parkway Machine
(410)252-1020

A three selection candy and capsule vendor featuring a durable textured, scratch, and resistant powder-coated finish; popular chrome octagon stand for free-standing placement, and mechs that can be set between five and 50 cents.



Victor Legacy Series
A & A Co./Parkway Machine
(410)252-1020

This gum, novelty, and capsule vending series of machines comes in white, blue, black, and red depending on the model. Based on the original Victor 77, the Legacy Series ranges in size from 20" to 30" high. Also from A & A: a whole line of vendors and supplies.

The Zipper
A & A Co./Parkway Machine
(410)252-1020

Features on this spiral gumball vendor include Victor 77 coin mech, large pullout cash box, 24" base diameter, chrome top, 18" and 22" globe sizes available, a cash door that is 1/4" thick steel, and custom colors.

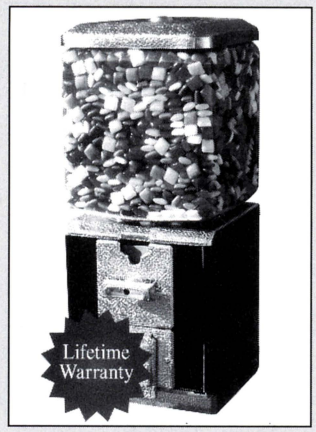
The Gas Pump
A & E Quality Products
(800)288-0958

Features on this themed bulk vendor include 2,500 gumball capacity, fiberglass construction, all-metal accessories, and a Beaver coin mech and hopper with a lifetime warranty on the former. The unit stands 72" high and weighs 70 pounds. Also available: A & E's standard line of rack vendors.

BULK VENDING

Ashland Spiral
Ashland
(201)244-1077

This unit holds 5,000 gumballs, comes with a Beaver coin mech, stands 5' 2" tall, and has a 18" polycarbonate globe. It is available in red, green, black, blue, and white.

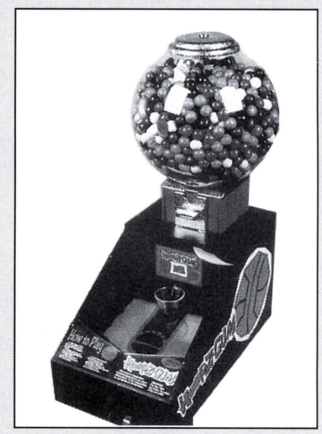


7800 Series
Ashland
(201)244-1077

This member of the company's extensive lineup of bulk candy vendors includes a PVC globe, fully textured hopper, lifetime warranty, six color choices, powder-coated case, and eight-pound capacity. The unit stands 15" tall..

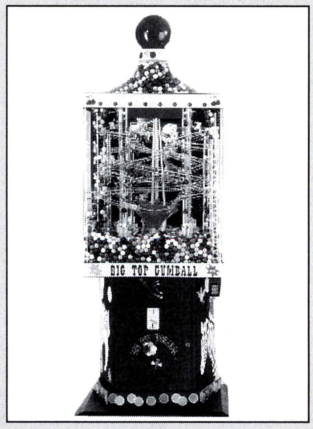
8000 Series
Ashland
(201)244-1077

With all of the features that come standard with most Ashland vendors, this unit has a 10" polycarbonate globe, metallic lid and trim, and 800 gumball capacity. Also available from the company: a full line of free-standing, pedestal, and rack vendors.



Hoopz Gum
Bay Tek
(360)574-1332

An interactive vendor in which customers launch a gumball with a pinball-type plunger into a mini basketball hoop. Each time a player makes a basket, product is vended from the machine. There are no motors or electronics and only two moving parts, the coin acceptor and the plunger.

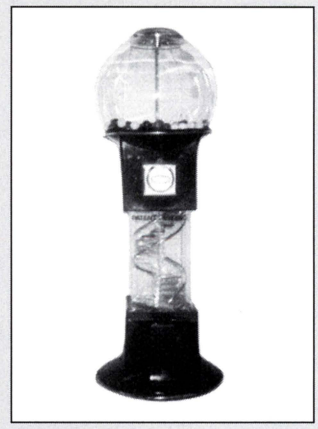


Big Top Gumball
Big Top Gumball Inc.
(617)884-7000

Holds close to 5,000 gumballs and is constructed of 12-gauge steel. Lexan windows cover three sides of the machine for better visual access. Single vend takes 20 seconds for the gumball to negotiate the maze. Standard features: two-amp. motor, single controlling computer chip, large cash box, and Beaver coin mech.

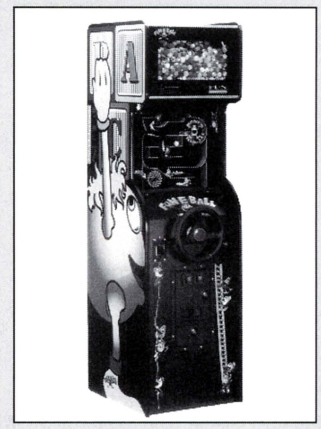
Cards Plus
Cardworld Ltd.
(702)641-9493

A snack-type vending machine with 50 different selections available to vend cards. Cards available: All Sports, Upperdeck, Skybox, Fleer, Pinnacle, Topps, Non-Sport, Disney, etc.



The Twist
Creative Products
(602)925-6689

As part of the company's line of innovative vending products, this gumball vendor stands 4' 10", holds 3,200 gumballs, and has the added feature of chase lights or a voice kit. Also available: the Tornado which stands 5' 10" and holds 6,000 gumballs.



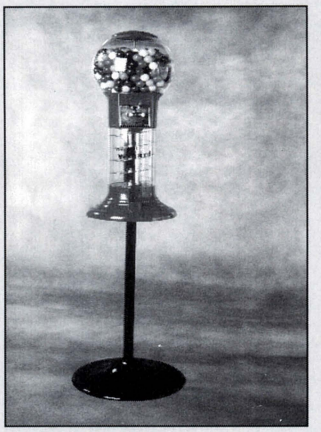
Fun-E-Ball
Fun Industries
(309)755-5021

The player gets a prize every time; the game asks players to take the steering wheel and guide the gumball through a challenging maze. A successful controlled trip increases the ticket value.

BULK VENDING

A-MOK
Fun Tecnic Inc.
(305)443-5253

This electronic novelty vending unit features a modern robot character. It also brings a new element into vending by combining an interactive voice feature which asks kids their name then repeats it back to them during conversation.

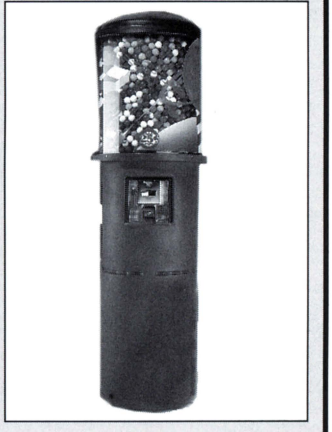


Wizard Series
Global Gumball
(602)497-4364

This series of spiral machines vend gumballs, rubber balls, puzzle balls, or hard candies. The larger machines are made of high-quality fiberglass built around a center rod and are available in a wide variety of colors. Each machine comes with a three-year warranty.

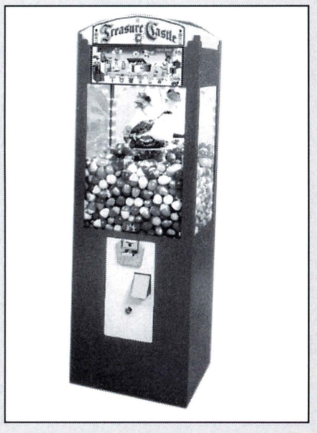
Gumball Gizmo
Gizmo Distributing
(608)362-5427

A kinetic or interactive-style bulk vendor that provides operators with the perfect attraction for high-traffic location, be they retail stores or game rooms. It's a natural for any company with route collectors, service technicians, and a solid grasp of their area.



Astroid
Impulse Amusements
(818)767-4258

These futuristic bulk vending units come in seven different colors: green, yellow, black, purple, orange, blue, and red. They are made of molded plastic and come with a large one-piece internal cash box that locks securely. The unit also offers an exclusive front-locking coin mech.



Treasure Castle
Impulse Amusements
(818)767-4258

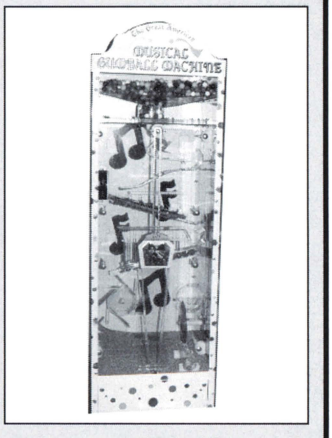
This colorfully themed egg capsule vendor features the animated action of its main source of good fun, the dressed up goose which lays the golden eggs for players of all ages.

Switchback
Innovative Vending
(602)993-6156

The machine is available in standard version or with flashing neon lights, as well as a dual vend Gumball Racer and large capsule versions. The company had a history in making bulk vending machine components before introducing its own product.

Gravitron
J.P. Distributing
(888)281-7710

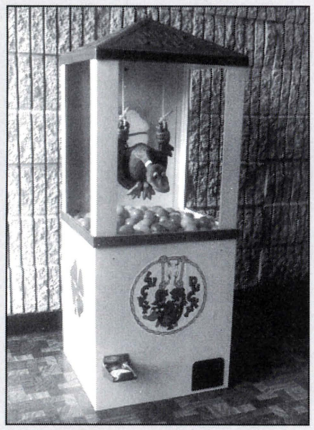
Vends any size gumball, jawbreaker, superball, or capsule up to 1.25" utilizing steeply pitched ramps. Six characters move back and forth as the product goes by, and even the customer's quarter goes through a pachinko-like field. The 14" globe holds two boxes of 850-count product.



Musical Gumball Machine
Kiddie Rides USA
(303)399-7191

This non-electric gravity/kinetic-powered machine comes with battery-powered sound, $1,000 coin capacity, Northwestern coin mech, and music-themed interior. It holds four cases of 850 count gumballs. Dimensions: 2' wide x 2' deep x 68" high.

BULK VENDING



Lucky Ducky
Lucky Associates
(417)589-6700

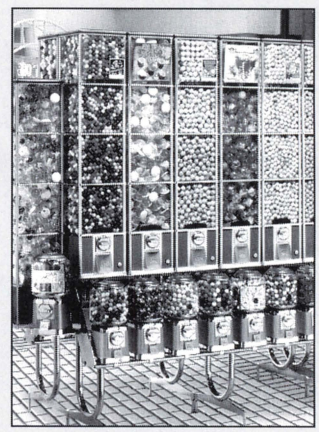
Lucky swings back and forth and quacks a maniacal laugh with each vend. Features: 600-egg capacity, thumb screw assembly, repairable parts in bottom cube, access secured by heavy-steel shutters, and heavy-duty construction of steel, high-impact plastic, and plexiglas.

BS800 Vending Display
Machine-O-Matic
(905)836-4700

A typical medium-sized location vending display, the BS800 racks are modular and can hold as few as five machines, or in the Treasure Island format, can hold up to 63 machines on one display.

J Rack Display
Machine-O-Matic
(905)836-4700

The J rack provides optimum product choice from a minimum floor area. Using only about 1-1/2 square feet, customers can choose from four different selections of product.

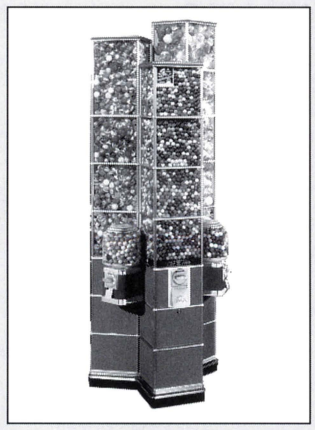


Treasure Island
Machine-O-Matic
(905)836-4700

The Beaver Treasure Island in its largest mode provides vibrant and dynamic sales appeal. Its sheer size and colorful facade attract customers from any traffic in the general vicinity and a high percentage of repeat sales.

Pyramid
Machine-O-Matic
(905)836-4700

One of the thousands of different combinations of Beaver vending displays, the Pyramid is a dominant attention getter for large square footage locations, providing extremely high capacity and the ability to service numerous customers at the same time.



Tri Tower Deluxe
Machine-O-Matic
(905)836-4700

The dynamic Tri Tower Deluxe answers many concerns for high traffic locations. Very large capacity and six different product selections will elicit sales from even the curious.

The Magician
Magic Gumball Intl.
(818)716-1888

Available in four standard colors—red, blue, yellow, and purple—the vending machine stands 5' tall, has a base diameter of 21" and globe diameter of 18", and holds up to 3,000 jawbreakers or gumballs. Custom colors are available.

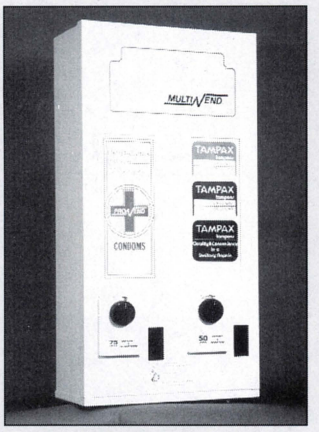
Bulk Vendors
Mayoni Enterprises
(818)899-2488

Including Ziggy the Talking Clown, Zord, Dinovend, Sgt. Major, Fun Shuttle, and Big Top Mini-Pinball. Vends 1" and 2" capsules except for dual product vendors Sgt. Major and Zord which vend 1" products only. Voice capabilities are standard on most machines. One-year warranty on parts and labor. Also available: Sucker Mania.

BULK VENDING

Impulse/Novelty Machines
Mayoni Enterprises
(818)899-2488

The lineup includes the Talking Gypsy, Heart Rate, Stress Test, Physical Fitness, Love Meter, Sex Reactor, Memory Test, Perfect Match, Personality, and Lucky Lotto. In addition, a self-calibrating Compuscale and countertop Vend-a-Snack machine.

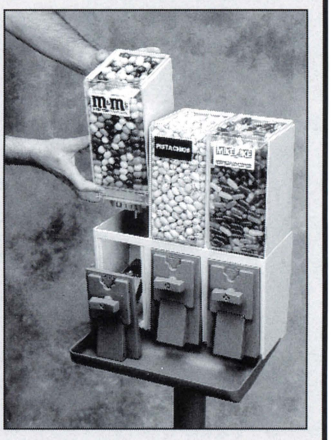


Personal Hygiene
Mayoni Enterprises
(818)899-2488

The wall-mounted personal hygiene machines can vend as many as three different products. Each column has its own adjustable coin mech giving the operator the versatility to set prices as needed.

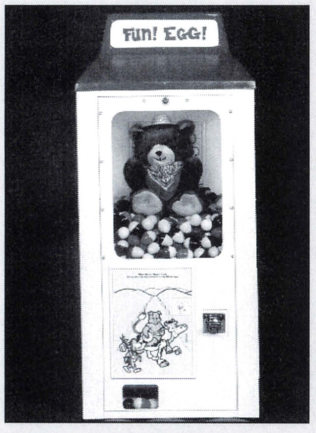
World's Biggest Candy Jar
The Mentor Group
(403)287-7210

Free-standing or wall-mounted units are ideal for shopping centers, fun centers, and other high traffic areas. The largest machine holds 15 cubic feet of product, roughly 20,000 gumballs. Each machine will vend from four to 12 different products.



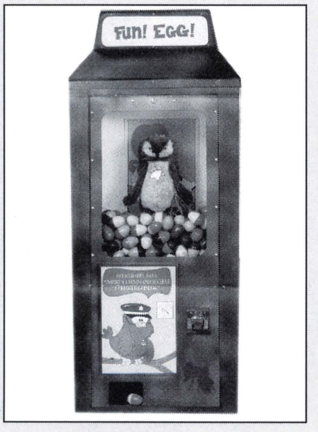
Vendstar 3000
MultiVend Inc.
(516)243-4995

A contemporary three-canister bulk candy vending machine. It features removable/interchangeable product canisters allowing for quick change; steep product chute; Delrin coin mechanism; recessed locks; and a 10-year warranty.



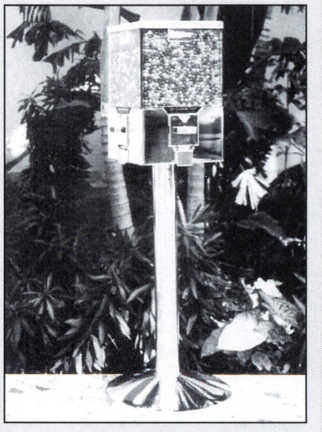
Farmer Bear
National Entertainment Technologies
(417)468-2900

The bear revolves, produces sound, and a plastic egg capsule. Features: heavy-gauge steel and ABS Cycolac Plastic construction, solid-state circuitry, holds over 1,000 eggs, interchangeable characters, optional coin or token pricing, and limited customizing to cabinet.



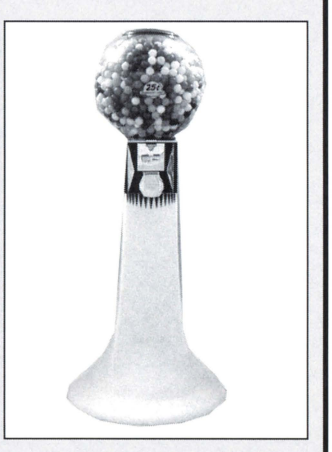
Officer Owl
National Entertainment Technologies
(417)468-2900

Employs visual animation and electronic speech to appeal to small children. Customers just pop in a coin or token and the character inside revolves, talks, and produces a plastic egg containing a small toy or candy. A prize is vended on every play. The machine has a 1,200 capsule capacity.



Four-In-One Candy Carousel
Nationwide Marketing Services
(516)732-2042

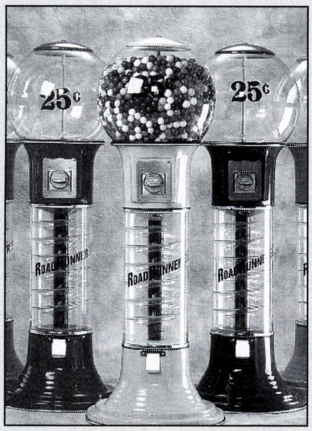
Features include four separate product canisters, spring-loaded chute cover, cast zinc alloy coin mech, and weighted round lip stand to prevent tipping over. Available in high gloss charcoal or gold metallic finish. A full line of snack and drink vendors is also supplied.



Jr. Giant
Nationwide Marketing Services
(516)732-2042

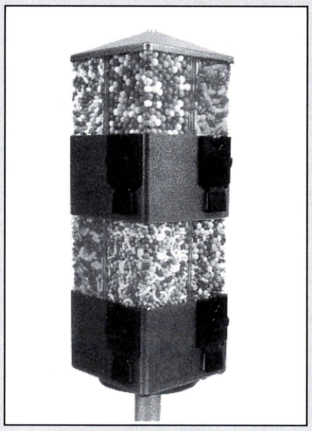
This gumball machine features a 21" base with 13" Lexan globe, 1,300 gumball capacity, a coin bag that holds $325 in quarters, separate access doors for refills and collections, and superior construction. Available in green, blue, yellow, red, purple, and orange.

BULK VENDING



Road Runner
Nationwide Marketing Services
(516)732-2042

This spiral gumball vendor stands 58" tall, has a 21" diameter base and a 18" globe and holds over 3,000 1" gumballs. It is set for quarter vend and comes in purple, red, yellow, blue, and green.



U Turn series
Nationwide Marketing Services
(516)732-2042

Compartmentalized turning snack and gumball vendors that come in several different configurations including the U Turn Plus, U Turn Silver Collection, and U Turn Eliminator. An optional pig character cover is available.

The Bubble Stand
O.K. Mfg.
(801)974-9116

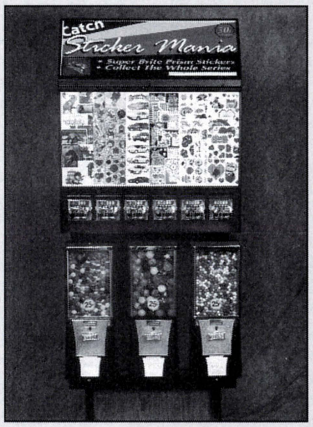
These classic candy machines hold 30 percent more product, utilize a 9" round globe, and come in three different colors. The unit is availalbe in several different configurations: single or double head metal, two classic wood stands, or the unique bubble stand.

Kinetic Kid
O.K. Mfg.
(801)974-9116

This machine dispenses gumballs from the top. The product makes its way through an entertaining maze before reaching the finish line, the customer's hand. Other units available include the Coaster Series, which provides similar entertainment value.

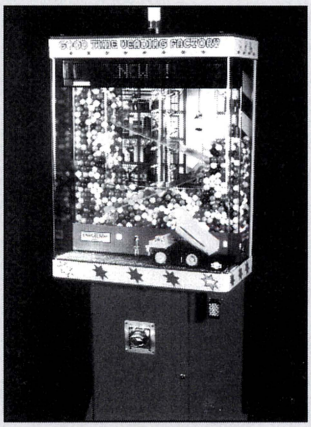
Spiral vendors
O.K. Mfg.
(801)974-9116

The units come in different footprints, heights, and configurations: Roadrunner (21" wide x 58" high), Mini (16" wide x 48" high), Candy Slide (16" wide x 48" high), and Toy Runner (24"wide x 68" high). All are equipped with a Beaver coin mech and available in a wide range of colors.



Sticker Mania
Peninsula Vending
(408)978-3588

Sticker vending machines are available in three- to six column versions. They can be linked to two or three Eagle candy/capsule vending machines. Current licensed product from Peninsula includes NFL, MLB, soccer, Flintstones, NHL, Nintendo, wrestling, and Hanna Barbera.



Good Time Vending Factory (single)
Quick Silver Development
(702)888-8100

A chain pulls the product to the top and it slides down a construction chute while a truck moves across the playfield to catch and dispense it. Products include gum, jawbreakers, and small capsules. Features: sound, lights, graphics, movement, and dot-matrix display for advertising.

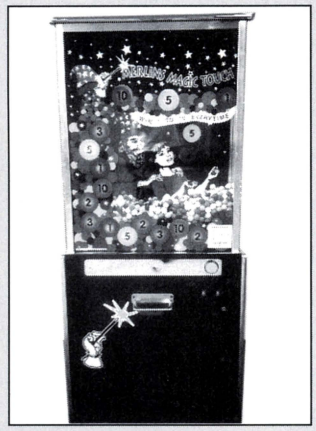
Good Time Vending Factory (multi)
Quick Silver Development
(702)888-8100

Customers select a product and a truck moves to where a chute delivers the product. The truck then backs up and dumps it into a bin to the customer. The unit has sound, lights, movement, and a dot - matrix display for advertising.

BULK VENDING

Classic Jukebox
Quick Silver Development
(702)888-8100

Comes with either a single or two-product vendor, is made of wood with woodgrain Formica covering. Quick Silver can program any short clip of music into the system. It also gets the customer involved in the action by stopping random blinking lights.

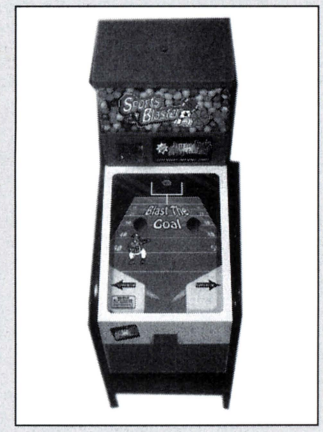


Merlin's Magic Touch
Quick Silver Development
(702)888-8100

An interactive machine that allows the customer to decide when to push the magic button that stops the blinking, moving lights. Each light displays one of 15 various award amounts, and the one that is lit when the customer hits the button indicates the next amount of product to be vended.

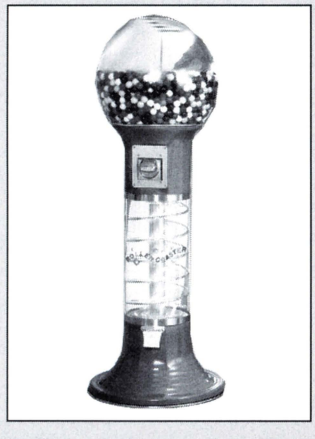
Selectra Vendors
Selectra International
(718)931-4800

Four- six-, and eight-column rear loading machines. Also available four column front loading machines. The units will vend stickers, tattoos, and plastic laminate. Greenwald, ESD, and Monarch coin mechs available, as well as mechs for foreign coins and/or tokens.



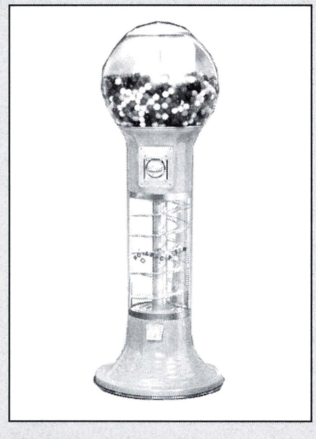
Sports Blaster
Strategic Innovation
(888)757-2738

Players get an opportunity to blast the goal and win a second free gumball. The game features interchangeable playing surfaces (football, basketball, baseball, hockey, soccer, golf, and volleyball). The machine can also vend jawbreakers and rubber balls. Also available: Moon Blaster.



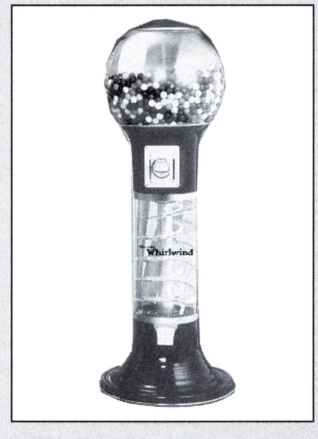
Original Roller Coaster
Thaitalian
(714)373-3488

Features include 18" globe with 3,000, 1" ball capacity, lifetime warranty on all moving parts and track, GE Lexan globe, automotive quality fiberglass base, 3/16" thick clear plexiglas cylinder track, and high-security tubular lock custom keyed. Dimensions: 60" tall x 22" base diameter.



Roller Coaster Jr.
Thaitalian
(714)373-3488

Features include 14" globe with 2,100, 1" ball capacity, lifetime warranty on all moving parts and spiral track, all material specs are the same as the Original Roller Coaster, and a candy vend spiral tube option to vend M&Ms, Chicklets, Skittles, etc. Dimensions: 42" tall x 17" base diameter.



Whirlwind
Thaitalian
(714)373-3488

Features include 18" globe with 3,000, 1" ball capacity, three-year warranty on all moving parts; one-year warranty on spiral track, acrylic DR globe. Dimensions: 60" tall x 22" base diameter.

Gas Pump Gumballs
Thaitalian
(714)373-3488

Authentic design with a choice of decals (Esso, Gulf, Shell, etc.); four gas pump colors including red, green, yellow, and blue; molded plastic; Beaver mech.; wheel; hopper; and acrylic tube. Two sizes: the large stands 7' and holds 2,500 1" balls; the small stands 5' and holds 1,700 1" balls.

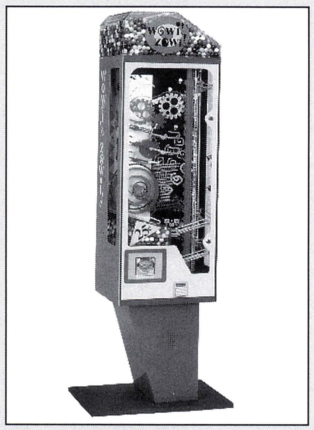
BULK VENDING

Capsule Vendors
Toy 'N Joy
(920)739-5269

Available in three models that hold from 1,000 to 2,000 capsules, the units include: powder-coated metal parts, simple maintenance, mechanisms that convert from 25 to 50 cents, coin return, double lock security system, wheels, storage space, and custom colors and logos.

Talking Machine
Toy 'N Joy
(920)739-5269

No electrical outlet is required on this machine that carries all the standard features of the company's line of capsule vendors. As many as five different changes of scenery complete with five characters as well as backdrops and voice are included in the price of the machine.

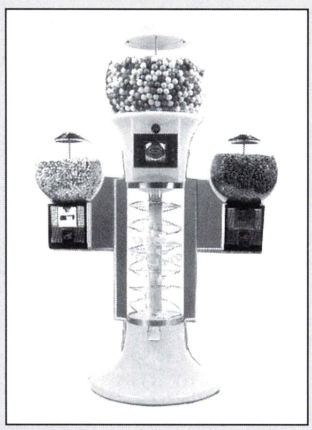


Wowie-Zowie
Wacky Fun Factory
(334)990-5353

This kinetic entertainer transforms gum, candy, or toy capsules into an acrobatic show. The unit comes with a one-year warranty, uses Lexan panels, a Beaver coin mech, and an interchangeable sound chip. Music and sound effects can be customized; it holds over 4,000 gumballs and has an all-steel cabinet.

Bubble Disc-Go-Round
West Coast Mfg.
(954)725-8314

The brightly colored bubbles create a colorful illusion which will capture attention; lights with this unit make it really outstanding. The bubbles are multicolored which can be customized for location color schemes. Also available: Mini Disc-Go-Round, a 48" version.



Create-A-Cluster
West Coast Mfg.
(954)725-8314

This concept enables a vendor to maximize profits by increasing product capability of a machine to offer up to six products while still offering a center tube attraction. Select from West Coast's center tube options—the Lightning Bolt, Disc-Go-Round, or the new Bubble Disc and then add a Dual or Quad Cluster.

The Entertainer
West Coast Mfg.
(954)725-8314

This exciting interactive kinetic machine will fascinate both children and adults. The machine features dual product and dual mechanisms. It is the first time this particular machine has been offered for direct sale.

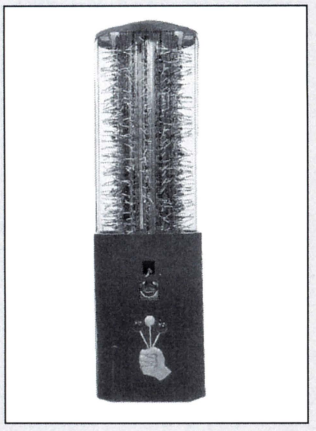
Gas Pump
West Coast Mfg.
(954)725-8314

This model offers the center tube attraction where you actually see the product being dispensed. Operators can select a single or dual product vend and choose the center attraction from the company's selection. Also available: Mini Gas Pump.

Lollipop Exchange
West Coast Mfg.
(954)725-8314

The customer scoops up the pop of his choice, places it in the tray, inserts a coin in the Beaver mechanism, and watches it travel through a clear zig zag tube to the dispensing area. Also vends capsule toys, bouncing balls, and puzzle balls up to 1-1/2" in diameter.

BULK VENDING/SPECIALTY MACHINES

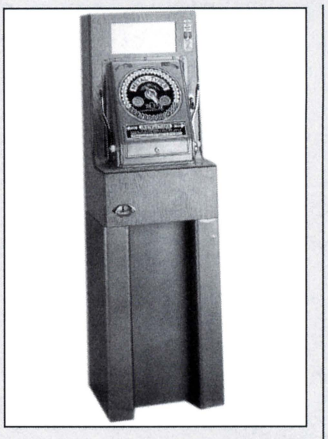


Pop Drop Lollipop Machine
West Coast Mfg.
(954)725-8314

This appealing carousel concept machine holds up to 500 pops with a separate storage unit for 700 more. Features: easy loading, separate locks for inventory and cash compartment, and, of course, the Beaver coin mech.

Watling Scale
Berning Scale
(815)784-3134

Return to those nostalgic days of the old-fashioned scale in the soda shop. These 70-year-old scales are completely rebuilt and can be set to work on any coin.



Standard Metal Typer
Kid Zone
(773)935-8295

This machine imprints custom logos in the center or on both sides of aluminum discs. Two models are available: Classical with an antique-look wood cabinet and the Rock & Roll (pictured) with tailfin-style top sign. Dimensions: 19" wide x 19" deep x 68" high.

True Weight Machine
Staley Corp.
(800)829-1369

This famous four-in-one model provides accurate weight, horoscope, lovers' test, and lucky numbers. It's like having four machines in the space normally occupied by one. Features include battery operation and high security.

Phone Card Vending Machine
Semco
(800)688-5010

A smart bill validator controls the entire machine, and a card-dispensing mechanism with sensing devices monitors card delivery. Features include heavy-duty steel construction and self-diagnostics. Two styles are available: slimline and jumbo.

The Money Machine
UTurn
(800)584-8887

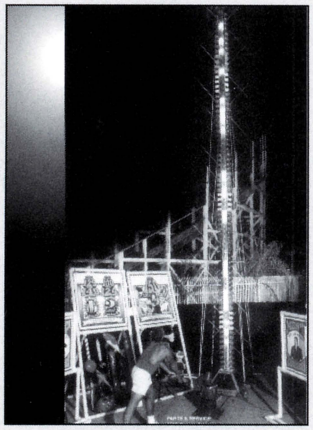
A variety of bulk candy vendors are available. Features include steel construction, multiple selections per view, removable canisters with inventory gauge, baked-on powder-coated finish, and five-year warranty on coin mechs.

OPERATOR COMMENTS:

"When I look at the prices of new games I only have one thing to say: the manufacturers are pricing themselves right out of the market. How can they expect operators to continue to buy equipment that will be junk in a year?"

Play Meter State of the Industry Survey

SPECIALTY MACHINES



American Hi-Striker

American Hi-Striker
(732)905-6662

Each model of this classic carnival strength test features a fully weather proof, water tight, and wind resistant design and a million-candle power of Xenon strobe flash. Handicapping allows equitable play for all contestants. Has an internal computerized audit system. Models: 30' Park, 24' Carnival, and 17-1/2' FEC.

Calling Card Depot

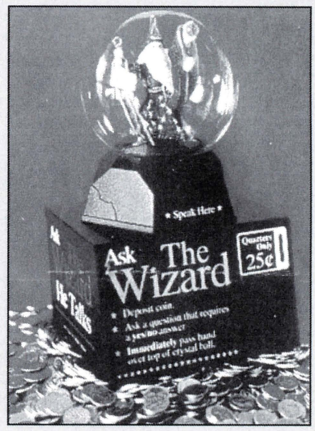
Advanced Games & Engineering
(954)527-0907

Available in one- and two-column formats, the machine dispenses prepaid long distance cards and is perfect for retail settings, hotels, restaurants, and other high-traffic locations. Operators resell long distance time at a profit of as much as 50 percent.

Love Test

Astro Vision Inc.
(613)226-7515

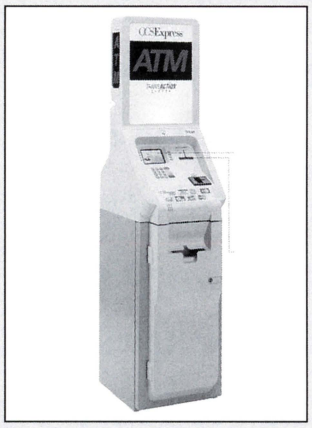
Players deposit a quarter in the Love Test and place two fingers on the vibe sensors. In a whirl of flashes and beeps, the Love Test takes the player's readings, then calculates their love aptitude, which can range from almost dead to out-of-control animal.



The Wizard

Astro Vision Inc.
(613)226-7515

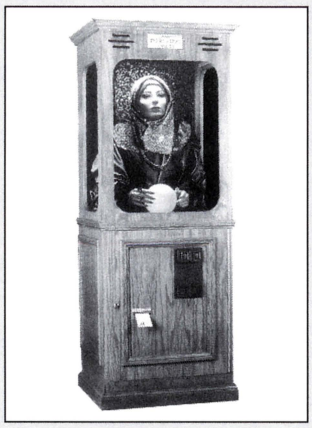
Players deposit a quarter in The Wizard and ask a yes/no question directly into the unit's microphone and pass their hands over the crystal ball. While displaying a maze of lights and sounds, the machine ponders the question before giving one of 120 reponses.



Triton 9600 ATM

ATM America
(800)927-2319

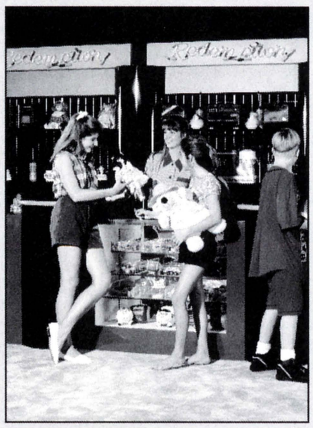
Featuring bonus coupon dispensing and exclusive CCS Connect on-line service and support software. An optional upgrade, the CCS MediaPak, allows for on-screen advertising with free support. ATMs put cash into customers' pockets while generating transaction revenue.



Fortune Teller

Bay-Tek
(360)574-1332

A novelty card dispensing game in which game play consists of a mannequin that speaks to the player while activating her crystal ball to tell of luck and the future. The life-like figure moves and speaks when the game is coined, and after interacting with the player, the machine dispenses a fortune card.



Modular Redemption Centers

Bob's Space Racers
(904)677-0761

The center includes display cases, backdrop, and display grid. The three merchandise display cases are 4' long, and each module has four short columns and four tall columns. Options: Formica color and Correan tops. Additional modules are available.

The 3-D Penny Machine

Copper Memories Inc.
(804)431-0465

One-step operation penny press with picture instructions. Options include color cabinets, token/foreign coins, and foreign signage. Dimensions: 20" wide x 20" deep x 60" high. Placement programs are available.

SPECIALTY MACHINES

Ticket Tex
Deltronic Labs
(215)997-8616

Tex counts and destroys tickets and prints a winner's receipt and has a four-digit display, bar code reader, capability to read multiple bar codes, all internal electronics, and a new cutter design that allows the machine to consume thousands of tickets.

Triton 9600 ATM
Doyle-CCS Express
(941)358-8835

Featuring bonus coupon dispensing and exclusive CCS Connect on-line service and support software. An optional upgrade, the CCS MediaPak, allows for on-screen advertising with free support. ATMs put cash into customers' pockets while generating transaction revenue.

Tidel ATM terminal
Dynamo Interactive
(817)284-0114

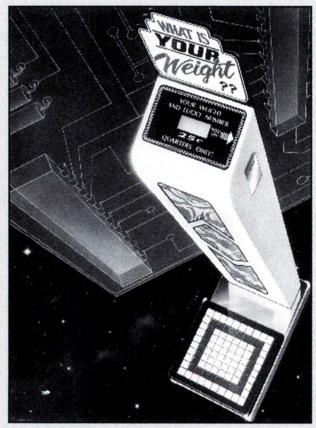
Dynamo Interactive is now deploying Tidel ATM terminals in coin-op amusement, vending, and gaming locations nationwide. As part of the arrangement, Dynamo will provide sales training and sales assistance to its existing national distributor network, as well as offering direct service to ATM owners and locations.

Penny/Quarter Presser
Eurolink
(805)481-4507

Personalized souvenir unit in an upright oak cabinet with illuminated marquee, scratch-resistant Lexan viewing window, and state-of-the-art solid-state electronic control system which accommodates both pennies and quarters. Dimensions: 20" deep x 17" wide x 55" high.

Turbo Tickets
Exidy
(415)364-5201

A ticket blowing machine with an operator-programmable traveling display. Players place their arms through the front of the game and grab tickets. Features: automatic ticket loading, adjustable time, audio during play, and adjustable pricing.

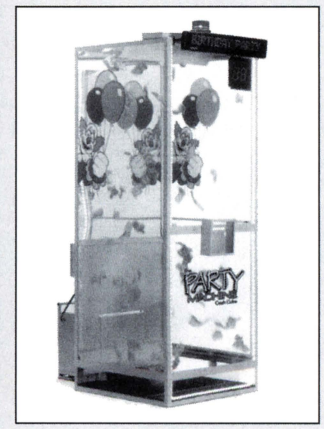


Computer Scale
Farr Scale Co.
(717)566-9449

The company supplies 25-cent computer scales which provide customers with their weight and a lucky number. Also available are a series of antique penny scales.

Footnotes
Footnotes Games
(214)750-7779

The machine lets customers play a song on the foot keyboard. Features include a wide variety of songs, full harmonic chords, operator-adjustable pricing, and a security coin box that holds up to $800. Dimensions: 48" wide x 67" high x 16" deep.



The Party Machine
Fun Industries
(309)755-5021

Cheerful clowns and balloons draw attention to this birthday promotion unit that features digital electronics, automatic attract mode, and one-button operation. Players enter to catch coupons, money, or fun bucks. Dimensions: 32.5" wide x 32.5" deep x 86" high.

SPECIALTY MACHINES

Hollywood Cash Cube
Fun Industries
(309)755-5021

The Hollywood-style unit features solid oak posts and an all-oak top fitted out with casino lighting. It also has plush carpeting, a three-speed blower, electronic timing, and automatic on/off attract mode. Other models include Cash Cube Money Machine, The Grabber (compact), and The Traveler.

Impulse Machines
Impulse Amusements
(818)767-4258

The company offers four distinctly popular impulse amusement machines, including Dr. Love Meter, Psychic Advisor, True Grip Challenge, and Gina the Gypsy. The units come in countertop versions. Two of the machines can be affixed to one of the company's pedestal stands.

Impulse Scales
Impulse Amusements
(818)767-4258

These Impulse Scales, which come in a sharp hi-tech and classic Art Deco design, feature state-of-the-art electronics, bilingual language functions, battery powered or A/C plug-in operation, rugged steel construction, and a number of custom options including L.C.D. attract and voice messages.

Hip Hop Mania
Konami
(847)215-5100

Mania provides players the chance to be a DJ. Working with a keyboard and turntable, the player keeps pace with the notes on the screen in order to complete different songs. Hip Hop Mania features different song categories, such as Hip Hop, Reggae, Soul, House, and Rave, to name a few.

CD1000X Phone Card Vendor
Leisure Entertainment
(516)593-5050

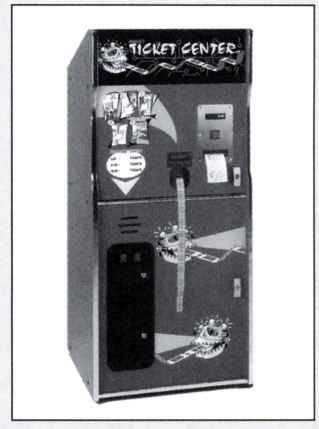
This second-generation phone card machine is designed to be simple to operate, promote sales, and be user-friendly for the customer. It is computer-operated, has a modular design, and provides secure, reliable service in a compact space.

Beaver Redeemer
Machine-O-Matic
(905)836-4700

This machine takes customers' tickets, counts them, validates them, destroys them, and then dispenses up to four different token sizes which are good for use in Beaver bulk vending displays to purchase different products from candy to gum to capsule novelties.

Phone Card Vending Machine
Nationwide Vending Services
(516)732-2042

The vendor stores up to 200 cards and has a bill validator that controls the whole machine. Other features include self-contained LED display; high-security, heavy-gauge steel construction; and self-diagnostics. It comes in two styles: payphone and slimline.



Ticket Redemption Center
Smart Industries
(515)265-9900

This unit counts and shreds tickets and prints a receipt customers can redeem or save. Buy-in capabilities ensure increased profits. Other features: vacuum fluorescent digital display, voice messaging/sound system, self diagnostics, and bookkeeping mode.

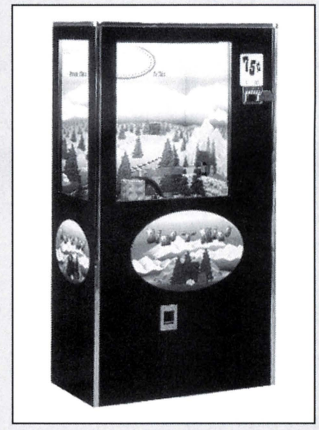
SPECIALTY MACHINES

Automated Karaoke Recording Studio
Sweet Melodies Studio
(440)461-8396

Select from thousands of titles in this fully-automated unit that instructs the customer/singer every step of the way. When the recording is finished, the singer hears a short playback of the completed tape. When the singer exits the studio, a cassette of the performance is dispensed.

Telephone Debit Card Vendor
U-Seal-It
(805)882-2222

A four-column, high-tech prepaid phone card vendor that features a two-line vacuum fluorescent display. It is housed in a payphone enclosure for easy mounting. Prepaid phone cards are also available.



Dime 'N' Mine
Vendor's Alliance
(303)232-9312

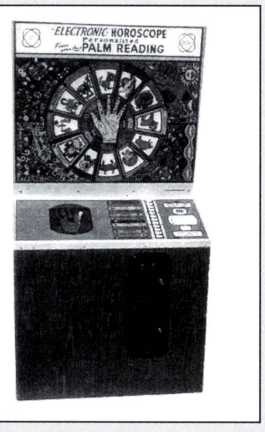
Features a unique animated concept of pressing dimes, 3D mineshaft scene with conveyor belt, no stocking required, and recommended vend price of 75 cents. The unit works well in conjunction with the company's traditional Penny Press.

Phone Card Vendor
XCP Inc.
(813)841-6630

This unit vends prepaid phone cards from an attractive display and comes with a full line of components.

Debit VendaNet
XCP Inc.
(813)841-6630

The Debit VendaNet Model 5060 combines coin-op and Debit VendaCard and Game Vending Control System. The vending patron can insert between $1 and $20 bills or debit VendaCards to access the Internet, listen to CDs, play games, or access education information on the World Wide Web.



Electronic Palm Reader
Zytronics
(305)251-3775

This personalized individual palm reading machine delivers a 150-word horoscope-palm reading on a computer card. Dimensions: 36" wide x 29" deep x 76" high.

Gypsy Palm Reader
Zytronics
(305)251-3775

The Gypsy will analyze an individual palm and give a personality analysis. It will also provide analysis on more than one palm, providing not only a reading but also measure of a couple's compatibility. Also available: the Electronic Palm Reader.

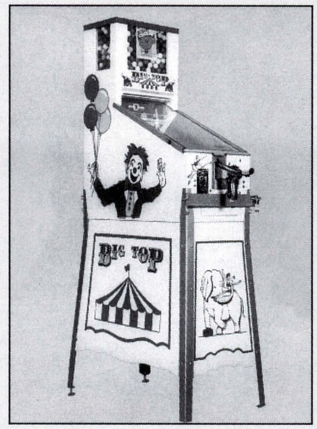
Sex Analyst
Zytronics
(305)251-3775

A left-hand or right-hand reading, or both, will produce a humorous analysis on a computer punch card. Dimensions: 26" wide x 20" deep x 65" high.

PRIZE VENDORS

Super Hoop La
Coastal Amusements
(732)905-6662

A new prize vendor (from Harry Levy) that comes in one- or two-player models. Features include push-button play control, multiple coin mechs standard, attract mode, and sound effects. It is available with a ticket dispenser.

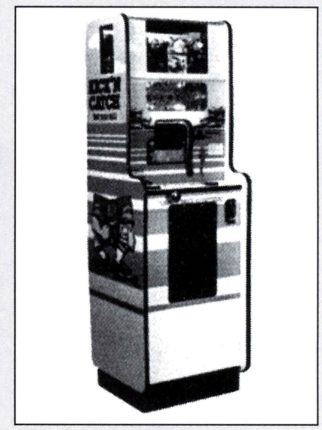


Big Top
Fun Industries
(309)755-5021

A combination shooting game and vendor. It awards the winner either gum, candy, or toys. Ten shots are fired at moving targets for a score. It's an entirely mechanical game with an attractive circus-themed cabinet.

Copy Cat
Fun Industries
(309)755-5021

Memory tester/prize vendor that asks players to hit four buttons in the same order as they light up. Features include digital scoring, flashing lights, and sound effects. It can vend candy, gum, superballs, and capsules.

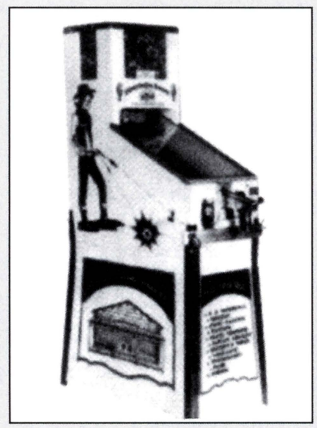


Kick 'N Catch
Fun Industries
(309)755-5021

Novelty skill game and prize vendor with double coin mechs and digital scoring. Options include extended game play and sports card dispenser. Also comes with baseball graphics, known as Little League. Also available: Big Top and Silver Dollar Saloon game and prize vendors.

Pop Fly
Fun Industries
(309)755-5021

A baseball-themed pachinko-styled skill game in which players try to catch the pop fly that falls through a series of pins. The object is to score points that translate to vended prizes. Dimensions: 21" wide x 21" deep x 68" high.



Silver Dollar Saloon
Fun Industries
(309)755-5021

Rugged, Western-themed unit that houses a mechanical gun with a low noise level. It also has tempered safety glass. Features include an optional security lock and product hopper that holds candy, gumballs, superballs, or toys. Also available in non-vending form, known as U.S. Marshall.

Catch-N-Win
P & E Technologies
(908)872-9800

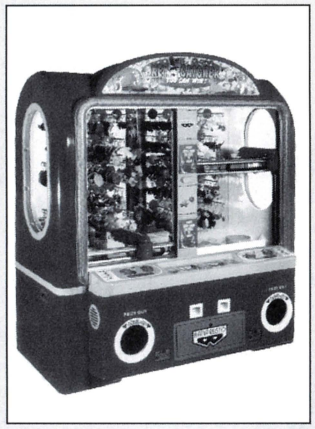
The player uses buttons to move a carriage back and forth while trying to catch plastic balls which are falling through a maze of pins. As a winner every time, the player is guaranteed at least one prize out but can win more depending on how well he plays.

Whack N' Win
P & E Technologies
(908)872-9800

A dinosaur-themed game with fun sounds and graphics. Dinosaur buttons light up and then the player must whack out all of the lit buttons before they go out in order to get points. The more points you score, the more prizes you can win.

SPRING EQUIPMENT CATALOG

PRIZE VENDORS



Key Catcher
Sammy USA
(847)364-9787

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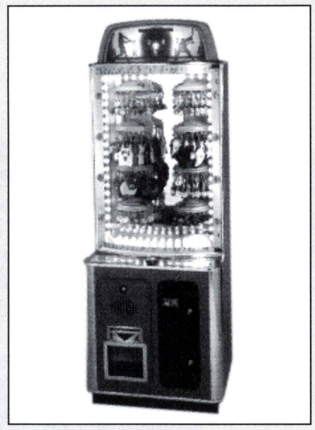

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Prizes rotate while sound effects, music, and flashing lights invite players to choose one by stopping the rotation. Next, they position the catcher head in front of the chosen prize and engage the catcher probe. Dimensions: 24.8" deep x 23.6" wide x 72.8" high.

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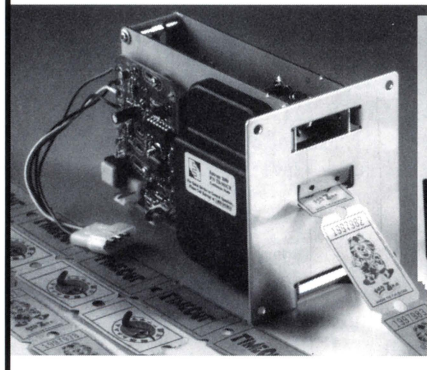

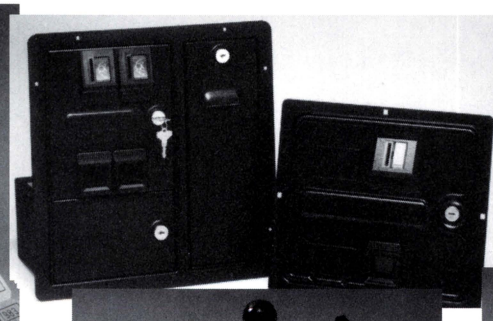

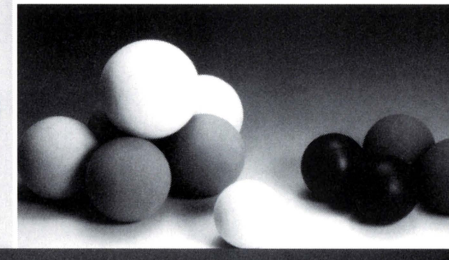

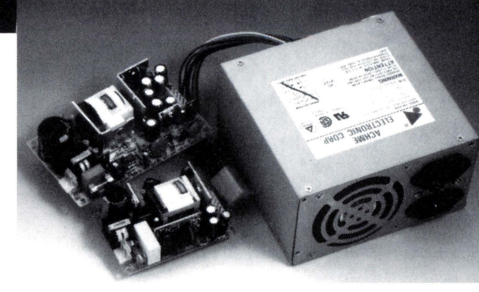

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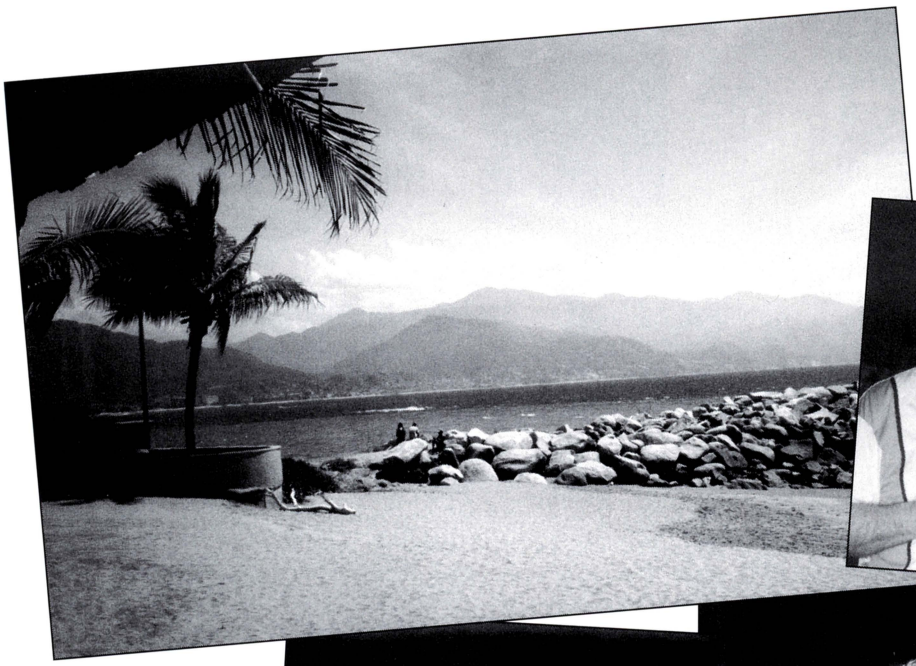
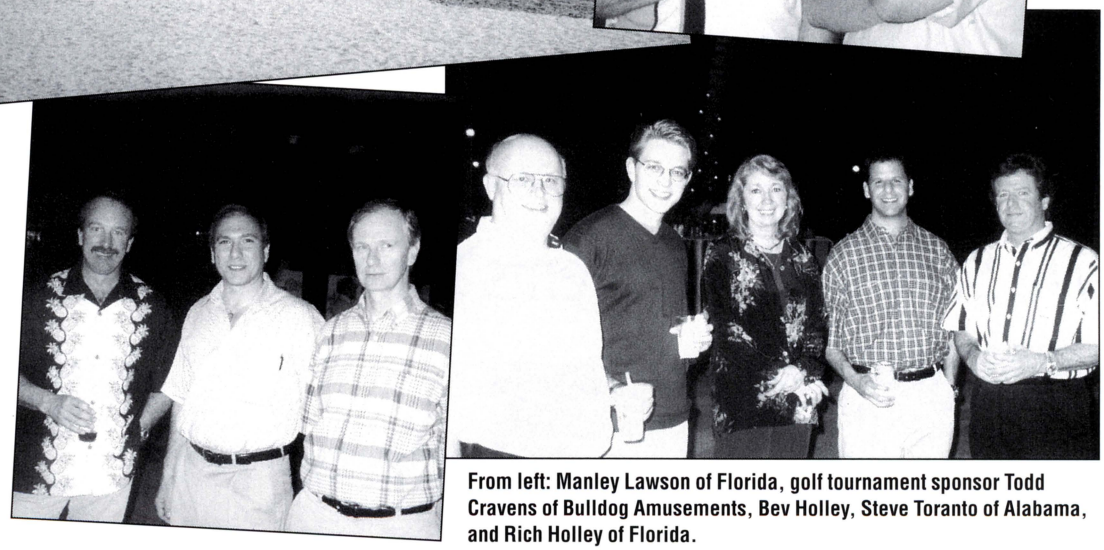


The AMOA board of directors met last month in Puerto Vallarta, Mexico, to redefine the association's role in representing operators across the United States.

AMOA president Don Hesch (r) talks with past president Russ Mawdsley



Vice president Dan Sunday of Colorado with Jim Petrangelo of Louisiana and Bryan Scopel of Michigan.

From left: Manley Lawson of Florida, golf tournament sponsor Todd Cravens of Bulldog Amusements, Bev Holley, Steve Toranto of Alabama, and Rich Holley of Florida.

Amid a changing economic climate that has produced widespread consolidation in the amusement machine industry, members of the AMOA board of directors met last month in Puerto Vallarta, Mexico, to redefine the association's role in representing operators across the United States.

This soul-searching discussion came on the heels of last fall's rejection by the general membership of several proposals to downsize the board and open membership to manufacturing companies.

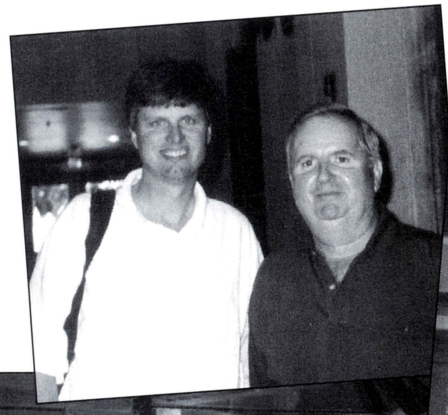
As they sat down for preliminary committee meetings, many board members appeared ready to put aside the controversy of last fall in an effort to shore up the association for the future. However, a pre-board meeting held early in the second day produced a hand-wringing closed-door session in which participants debated the core identity of the trade association: what is an operator and who does AMOA represent?

The pre-board meeting began with a presentation by trade association consultant Phil Kuehl, who held sway over the AMOA executive committee that proposed last year's unsuccessful attempt to downsize the board, open membership to factories, and change the word "operator" in AMOA to "owner." Also present were a number of AMOA past presidents who led the charge to turn back those proposed changes.

Current AMOA president Don Hesch of A.H. Entertainers in Rolling Meadows, Ill., said he brought Kuehl back to get board members thinking about the future. "I wanted people to start thinking about AMOA for the year 2000," explained Hesch. "I think the major issue is to include everybody in the business. We are trying to be understood as

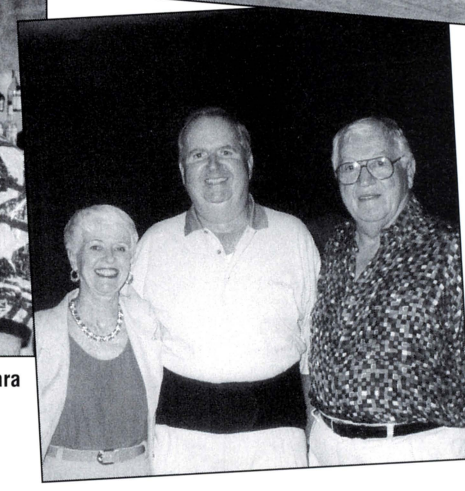
redefine itself for the future

New directors on the AMOA board gather for a photo opportunity.



Former presidents Randy Chilton (l) and John Estridge.

Taking a break, (l-r): Richard Porter of Virginia, Doug Gapter and Tamara and Ted Jenkins, all of Wyoming, and Clyde Knupp of Iowa.



John and Sandra Estridge with Bob Nims (r).

STEVE WHITE

a leader for all segments of the industry. We are not just street operators anymore."

While largely unspoken, this big tent approach is being fostered to help the association compete against trade show competition in the fall including the Fun Expo and the International Association of Amusement Parks & Attractions. Recent months have seen a marketing alliance formed between AMOA, which also holds its trade show in the fall, and the AAMA-backed Amusement Showcase International, held each March. AMOA's International Expo is the association's major source of funding.

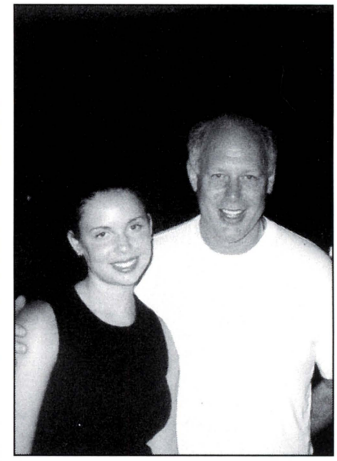
"In the next five years the battle for trade show supremacy will happen," Kuehl told the board. "There are a lot of competent corporations out there that see the associations (and the trade shows they sponsor) as sitting ducks."

In order to stave off corporate raiders, associations have to address the needs of changing members, "unbundle" vertically integrated staff and member functions, and structure volunteer resources so they can compete with commercial entitities, according to Kuehl.

"We've gotten to where we depend solely on the trade show for funding and aren't paying enough in dues to really do anything," noted past president Clyde Knupp of Amuse-O-Matic in Ft. Dodge, Iowa. "I think we are now all in the process of working together as a industry as opposed to working against one another. It's not going to be painless but it's positive."

"In recent years, things may have gotten a little lax," added past president Bob Nims of AMA Distributing in Metairie, La. "Now we are trying to refocus on what AMOA really is and come up with a mission statement and set of goals."

Below: Richard Porter of Virginia (r) congratulates first vice president Jim Stansfield.



Above: Bob Herman of New York with his daughter Lindsay.

Managing the future

Citing a Peter Drucker quote that the best way to "manage the future is to create it," Kuehl counseled board members to embrace change instead of leaving things to chance or relying solely on traditional strategies.

Many trade associations, he explained, rose to prominence in the post-World War II era of prosperity, and only recently have they begun to feel the strain of more competition, consolidation, and the erosion of previously held information monopolies as a result of computer networking.

The only way to succeed is to reshape core goals and create a structure which addresses broad concerns in the most efficient and effective manner, Kuehl said. In short, associations must do more for less, according to the consultant, and this may mean rewriting traditional by-law structures, streamlining decision-making channels, and utlizing the cost benefits of new technology.

"This is a tough nut to crack but one that must happen if any level of success is to be achieved," Kuehl concluded. "Many companies will accept the certainty of mediocrity over the challenge of change and the opportunites for continued growth."

While the consultant's presentation may have prompted a needed discussion over who the AMOA represents (street operators, arcades, vendors, etc.) and what its goals for the future should be, several board members said privately that Kuehl's arguments were unlikely to sway opponents of downsizing the board. "We are back to square one, and that's where we ought to be," one influential board member said.

However, one structural change being considered by the board does reflect directly on the quest to redefine AMOA as an association for the coin-op industry as a whole: the proposed formation of a committee to address the specific needs of arcade and fun center operators.

The new committee was suggested by first-year board member Steve Siegel of Powerplay Cool World in North Carolina, who characterizes himself as an operator of video game arcades and small amusment parks as opposed to being a traditional street operator.

Hesch said a design for the new committee would be developed and put to a vote at the fall trade show. In addition, an ad hoc committee was formed at the mid-year board meeting by Hesch to continually "revisit" issues such as the association's mission statement and goals and to develop strategies for AMOA's long-term success.

Casting a wide net

As AMOA seeks to broaden its appeal and increase its diminishing revenue base, the board is faced with a twofold challenge: provide more value to potential members while doing so through the increased use of volunteer work on the part of board members instead of relying on paid staff.

Income forecasting method gets thumbs up from IRS

Use of the income forecasting method to calculate the depreciation of a video game is still a viable method, according to a letter issued to all AMOA members by the association leadership last month. The letter was written to AMOA president Don Hesch.

The letter was written by Glenn Mackles of Deloitte & Touche, who was involved in obtaining the private letter ruling from the Internal Revenue Service that first opened the door for operators to use the income forecasting method.

Hesch said recent updates in tax laws did not specify the coin-op amusement industry, prompting concern on the AMOA's part. As a result, first vice president Jim Stansfield of Stansfield Vending in LaCrosse, Wis., and fomer association president Craig Johnson of TATAKA in Salt Lake City, Utah, contacted Deloitte & Touche.

In pursuing the issue, Mackles reportedly had an informal conversation with the IRS attorney working on new regulations. "I was told that if taxpayers in the video game industry were currently using the income forecast method, he (the IRS attorney) did not think it was necessary that they change methods," wrote Mackles. "Further, if such a taxpayer was challeged on audit, provided that the facts were similar to the facts in the private letter ruling, the IRS attorney believed the issue could be resolved favorably for the taxpayer.

"I was led to believe that because approval in the prior letter ruling was based on the IRS' traditional tests for use of the income forecast method, assuming the facts were substantially similar, the IRS would propably reach the same result today. However, it must be noted that any informal oral conversation with an IRS representative is not binding on the IRS and that they could change their position before regulations are issued."

In a statement to all association members, Hesch called the development "a significant benefit to all members utlizing the income forecasting methodology. For example, for each $100,000 of equipment a company bought they would be allowed an additional $25,000 per year in depreciation." ▲

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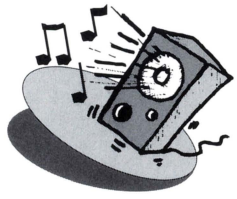

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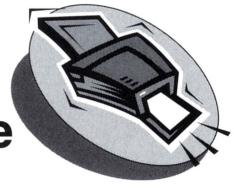

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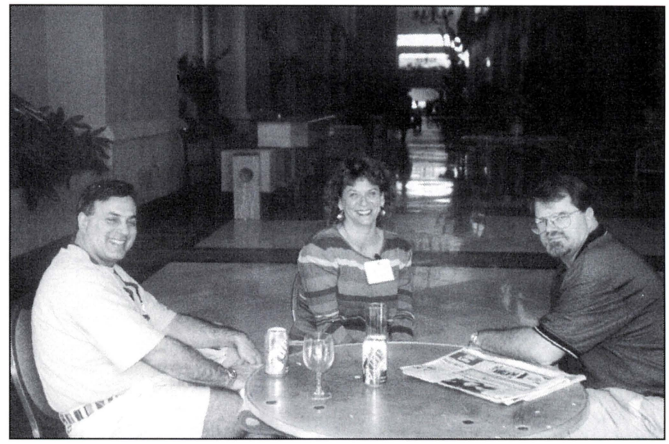
For its part, the membership and marketing committee chaired by vice president Glenn Anderson of Microworlds in Aiea, Hawaii, held a marathon meeting over two days to discuss everything from revising membership dues structure and providing rebates to state associations for cross membership to potential group insurance coverage, pooling personnel resource material, and updating the association's database of potential members.

A number of committees including marketing and membership, education, and state associations discussed utilizing the association's World Wide Web site (http://www.amoa.com) as a tool for providing cost-effective value to members.

For instance, much of the information formerly disseminated through association publications is now being placed on the Web site, and members of the state association committee predicted that a password-protected area of AMOA's home in cyberspace could easily become a clearinghouse for valuable information. "Successes and failures would be posted," said vice president Lee Wesson of Peachtree Music & Amusements in Keyser, W. Va.



Talking shop, (l-r): Phil Elum of Ohio, Marion Paul of Tennessee, and Ray Bynum of North Carolina.

Wesson, who chairs the education committee, also sees the Web site as an integral part of his committee's ambitious plan to launch a technical certification program that would ultimately function as a gatekeeping institution for technicians looking for work in the coin-op industry. Study guides would be posted online to complement bi-annual training sessions.

Wesson and board member Jim Pietrangelo of AMA Distributing in Metairie, La., have also been utilizing instant messaging and Internet paging technology to develop low-cost communication tools for members of the board, who more than ever are faced with the challenges of a declining association budget.

In fact, the search for new resources was not lost on the board itself, which held a new director's task force meeting to discuss attempts to seek out new leadership for the board. Discussion ranged from the problem of finding qualified candidates to shoring up certain states where state associations have fallen into disprepair and representation at the national level has waned. In a luncheon for new board members, vice president Rich Holley of Southeast Game Brokers in Tampa, Fla., presented the nine

Cigarette vendors building support for proposed buyout

AMOA board members representing tobacco vendors across the country have laid the groundwork for a buyout of cigarette machines and created a corporate framework for the reimbursements to be made. Now they are just waiting for a groundswell of support.

Tobacco committee chairman Terry Davis of TD-Rowe in Dallas said the push is no longer focused on educating members of Congress but on generating the sheer numbers needed to garner support for a buyout of cigarette vendors as part of any tobacco settlement legislation.

"We are past understanding; we've pretty much covered the waterfront," he said. "A lot of people think nothing is going to happen and we are wasting our time. But some think there are going to be a few minibills passed through Congress this year and we need to be in one."

In fact, the bill which will reportedly carry the most weight in the United States Senate was scheduled for introduction late last month by Sen. John McCain (R-Ariz.). See next month's *Play Meter* and check our Web site (http://www.playmeter.com) for more on Congressional action in the House and Senate.

Davis said the toughest thing to convince Congressional representatives of is the industry's desire to be banned and compensated. If they are left intact, he said, local and state governments will slowly eat away at cigarette vending. "If there's a ban we will get paid," he explained. "Now we have to convince them to ban us."

As part of the initiative, Davis and tobacco committee co-chairman Mark Levine of Melo-Tone Vending in Somerville, Mass., have formed the Tobacco Vending Reimbursal Corp., which would oversee payments to cigarette vending machine operators. Sitting on the corporation's board of directors are former House Republican majority leader Bob Michel and former Republican attorney general Edwin Meese.

Michel, who was solicited to head up the firm by AMOA lobbyist Wayne Vallis, is expected to contact President Clinton and House of Representatives Speaker Newt Gingrich. He has already received a letter of support from Senate majority leader Trent Lott.

In order to support a buyout figure of $8,000 per machine, the accounting firm of Price Waterhouse was also retained to study the value of a machine (above and beyond its resale value). According to its study, each machine is worth somewhere between $7,000 and $14,000. ▲

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new directors in attendance with a list of recommended objectives during their first year on the board. They included recruiting new membership, participating in the Notre Dame program, and carrying out specific assignments at Expo.

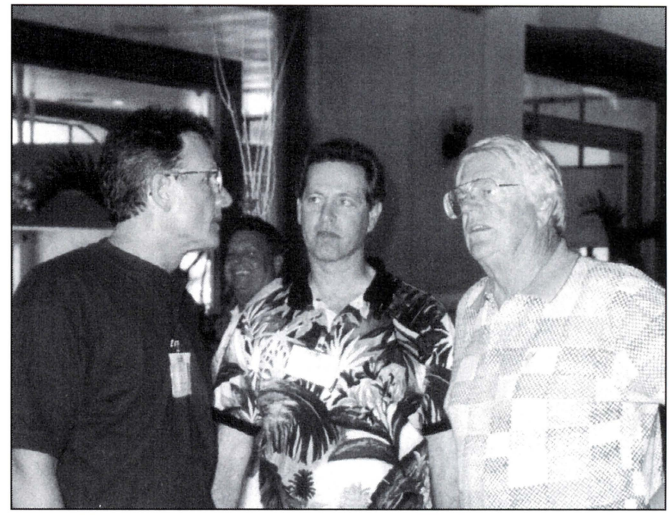
First vice president Jim Stansfield challenged all the new board members to become active in the association and take responsibility for their own experience over the three-year term. "If, after three years, you haven't been asked to do anything, it's your own fault," he said. "This is an all-members volunteer organization and you have to step forward. This is your chance to influence your industry."

Government relations

While a potential buyout of cigarette vendors across the nation and good news on the tax depreciation front (see related stories) took the center stage in government relations, the committee charged with tackling the issues of the day had more than enough to go around.

Vice president Rich Holley gave a presentation on an impending bill that would limit access to violent video games in the state of Florida. As reported last month in Play Meter, the bill would restrict minors from locations that operated a game featuring so-called violent content.

Stansfield, who chairs the government relations committee, said apathy among operators could be deadly. "I do not see the membership as a whole signing on (for the video content program agreed upon by AMOA, AAMA, and IAFEC)," he said. "I have a fear we are taking the same road as tobacco. I don't know if we are going to generate interest until there is a crisis."



From left: secretary Jim Hayes, treasurer Frank Seninsky, and president Don Hesch.

The parallels with impending tobacco regulation are more than just passing, according to vice president Terry Davis of TD-Rowe in Dallas, who said the current thinking on Capitol Hill advocates behavior modification and/or censorship by attacking sales of cigarettes (or video games) to minors as opposed to outlawing them for adults.

On the dollar coin front, Hesch said that while the design of the new dollar coin is still up in the air (including whose image will appear on the coin), the real test will be in several years when the federal government attempts to redesign the dollar bill. AMOA plans to renegotiate an incentive for its Washington lobbyist, Wayne Vallis, if elimination of the dollar bill is achieved within the next year.

"The battle is not to have the redesigned bill," Hesch said. "The greenback people are going to come in on this strong and we have some people in our own industry who are against what we want to do."

In other board businees, the jukebox promotion committee voted to investigate a universal license fee structure for digital music, seek out a new consultant to fill the void left by Diamond Time, and implement a plan to work with marketing departments in several universities. The Expo planning committee discussed ways to promote membership at the fall trade show and steamline the event's budget by replacing the traditional banquet with a cocktail party-type venue for giving out awards and providing live entertainment.

Seminar ideas for the show include several sessions on the Internet and other software applications, a round table discussion on buying a route operation, a look at automatic teller machines, off-hour route management sessions conducted by respective manufacturers, a demonstration of the National Amusement Network Inc., two or three shortened Notre Dame sessions, and a discussion of banking and tax issues.

At the close of the nearly week-long series of committee meetings, the full board also approved recommendations from the committee on officers, promoting Randy Flowe, Mark Levine, and Marion Paul to the position of vice president. Current vice president Lee Wesson was also selected to become the next AMOA board secretary, putting him in line to become association president within four years. ▲

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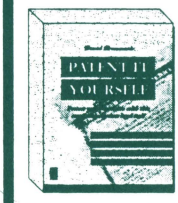

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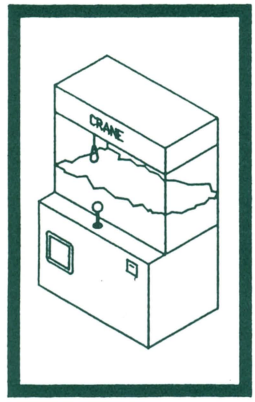

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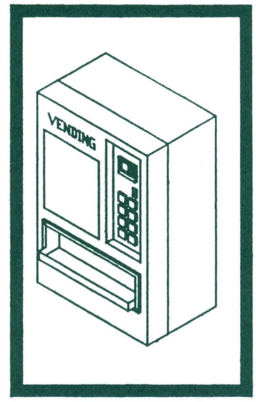

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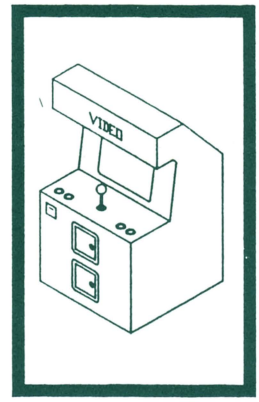

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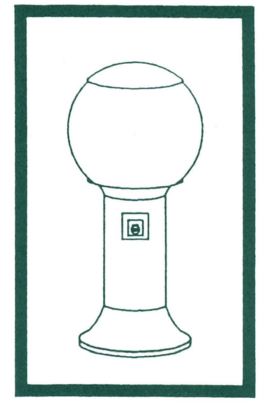

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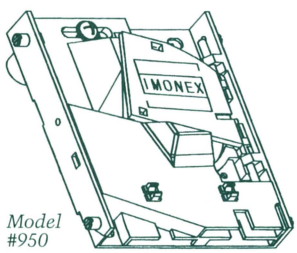

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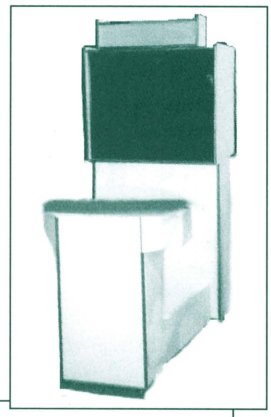

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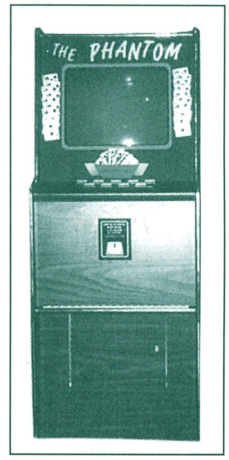

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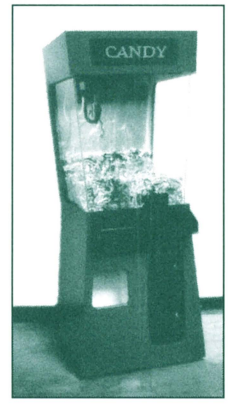

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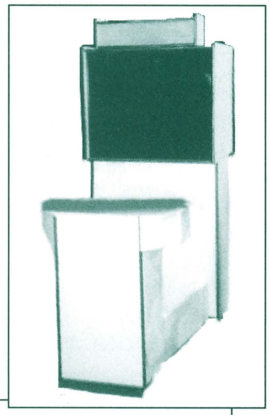

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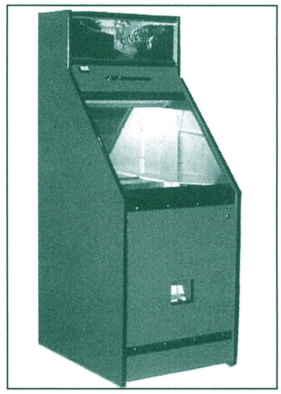

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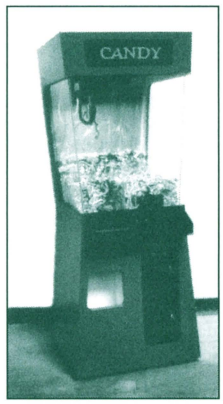

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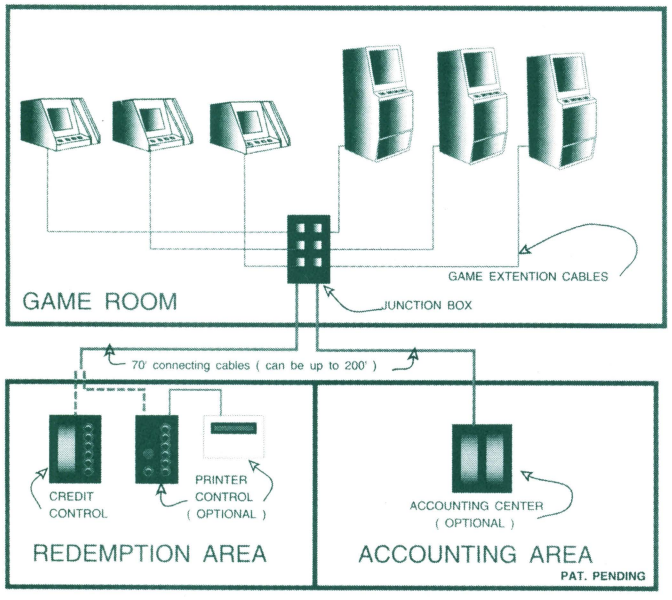

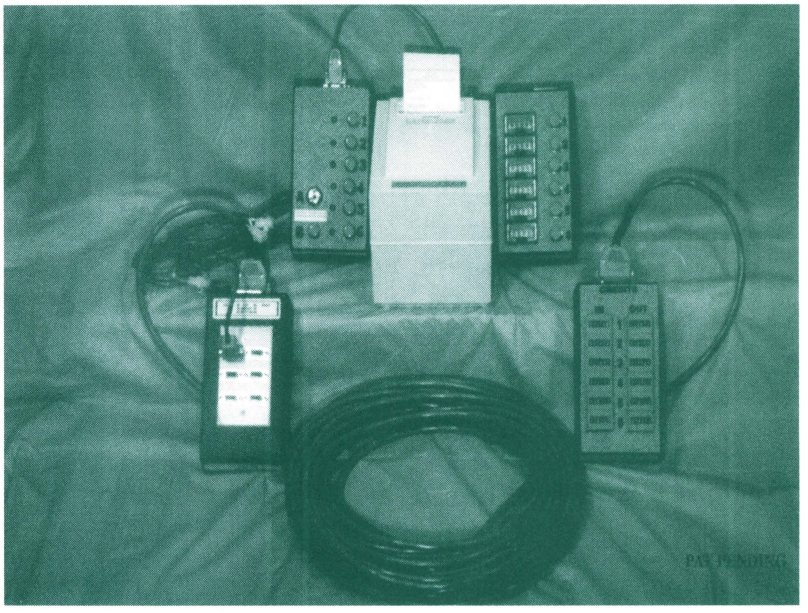

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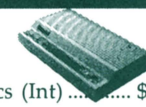

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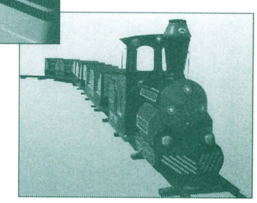

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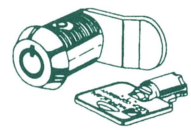

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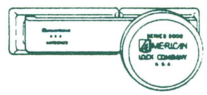

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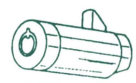

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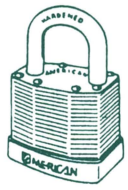

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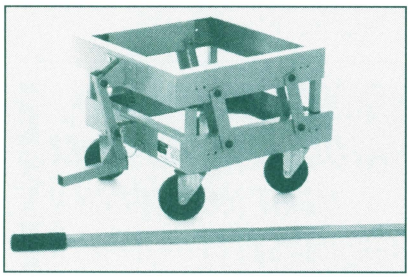

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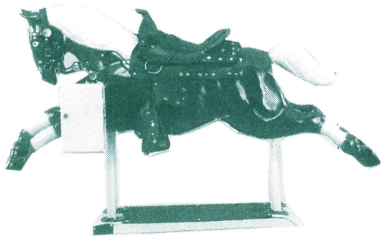

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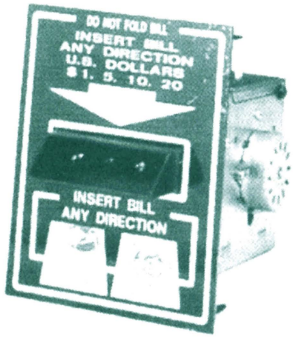

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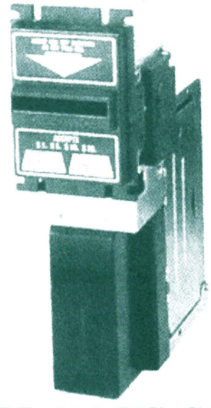

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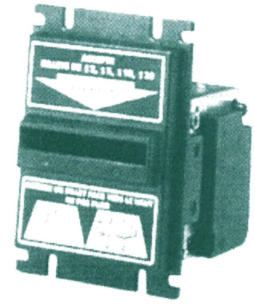

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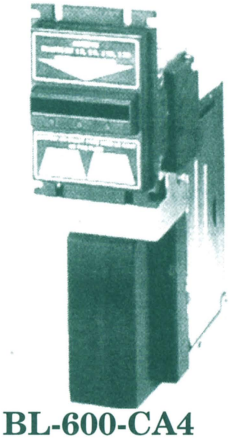

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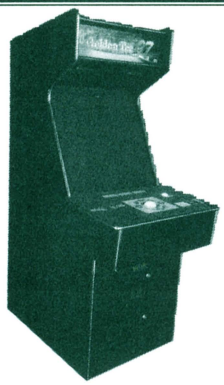

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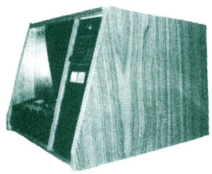

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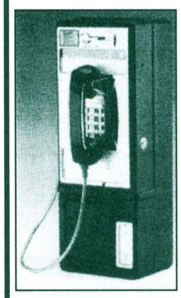

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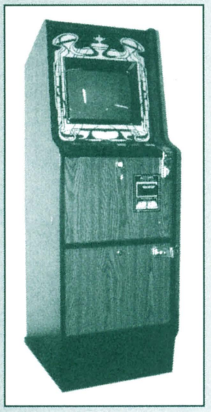

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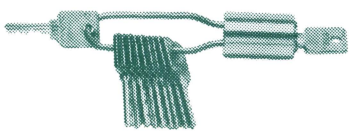

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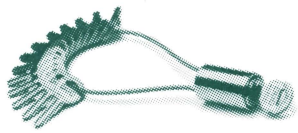

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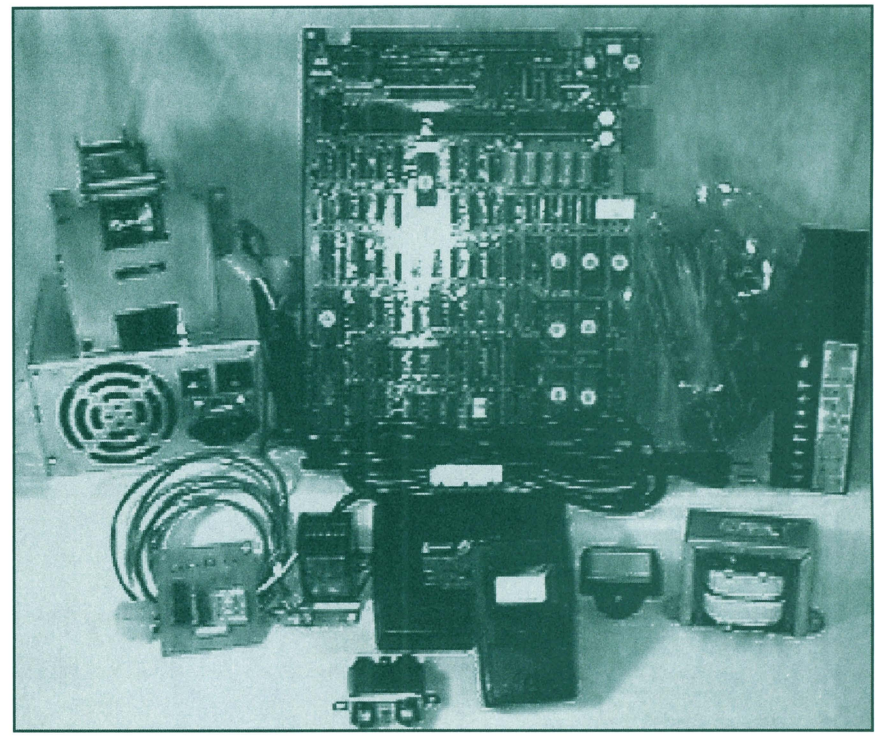

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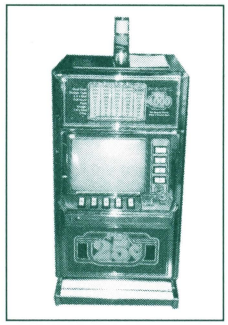

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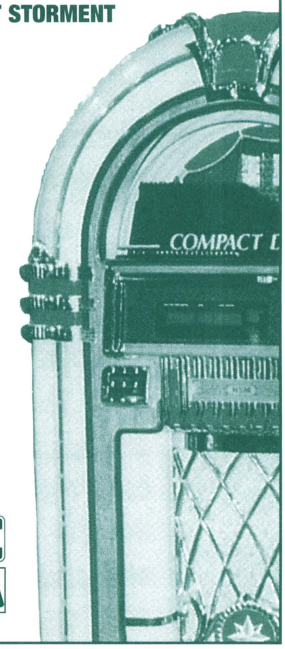

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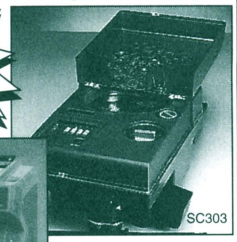

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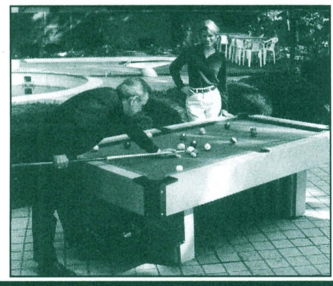

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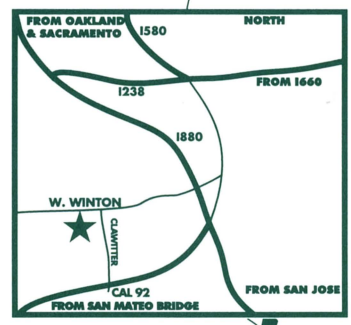

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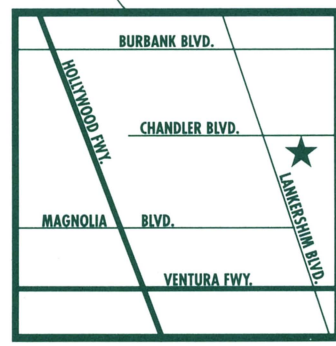

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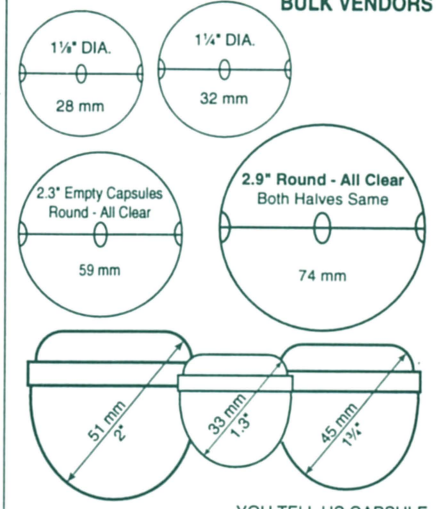

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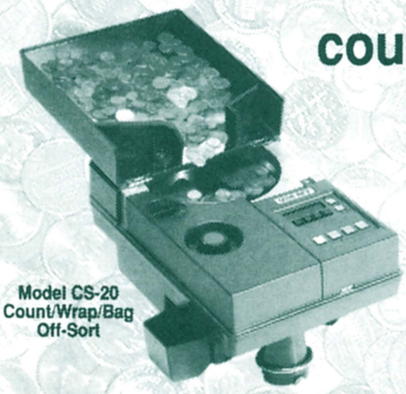
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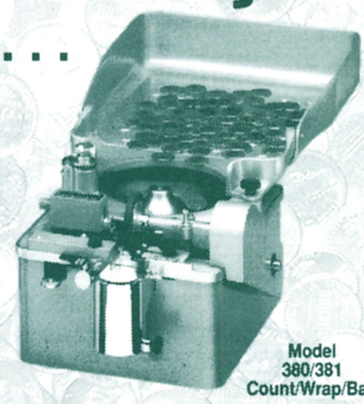
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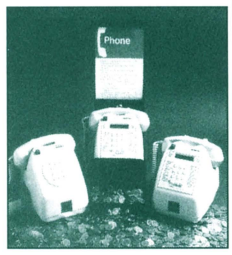

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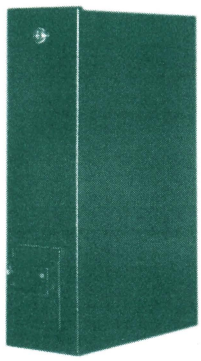

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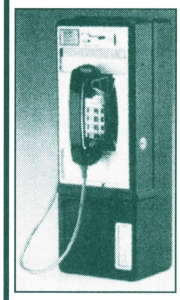

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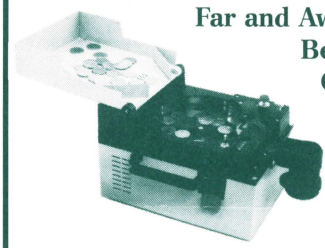

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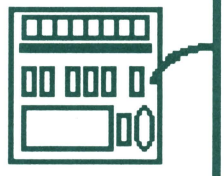

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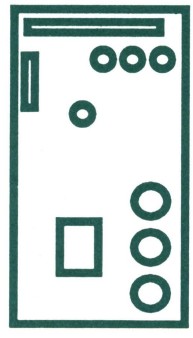

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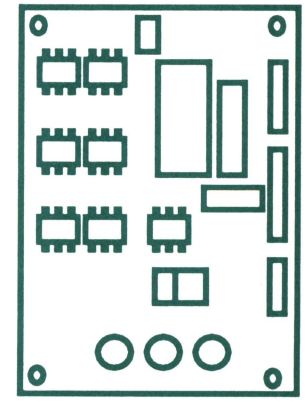

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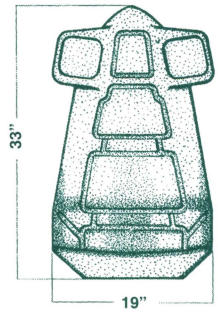
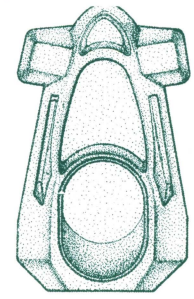
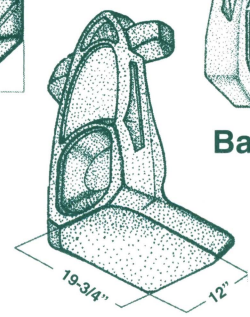


Front View



Back View



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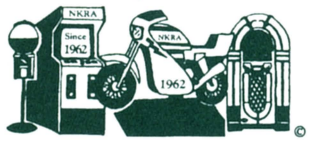

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PLAY METER'S Classified (Money Pages) advertising is primarily intended for: buyers and sellers of used equipment, support and supply firms and employment opportunity ads. We reserve the right to reject advertising that does not fall within the scope intended for PLAY METER'S Money Pages, or any reason we deem appropriate.

PLAY METER'S classified advertising is NOT agency commissionable.

DEADLINES (for classified ads only)

Reservations and raw copy deadline for ALL classified ads is the 15th of the month prior to issue date (e.g., March 15 for April issue).

GRAPHIC SERVICES

The PLAY METER art staff will assist in typesetting and layout of ads to be placed in the classified section of our publication at no additional cost. Rough layouts must be provided three working days before the ad copy deadline.

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As representatives of all major manufacturers, we can accommodate all your needs for coin-op amusement equipment (new and used), spare parts, vending equipment, billiard supplies, and a full line of redemption products. We maintain over 30,000 square feet of used equipment and offer reconditioning that is unparalleled in the industry.

Call or fax Carlos Molina, Joe Migueles, George Montalvo, or Javier de la Uz for more information.

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NEW - VIDEO - MORTAL KOMBAT IV, OFF ROAD CHALLENGE, MARVEL VS. STREET FIGHTER, LOST WORLD, VIRTUA STRIKER II, SUPER G.T., SAN FRANCISCO RUSH, TEKKEN 3, MAXIMUM FORCE, HOUSE OF THE DEAD, MACE, CRUISIN THE WORLD, POLICE TRAINING, MERIT MEGA TOUCH

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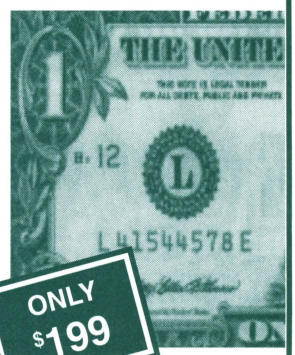

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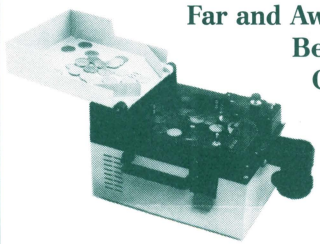

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At Reorder Tone Dial:
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18th
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Pensacola State Fairgrounds
6655 Mobile Highway
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at 813-969-2000
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University and E. 30th St.
Iowa State Fairgrounds
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at 515-774-8424

18th
Pennsauken, NJ
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2323 Route 73
For information call
Rob
at 609-729-5371

25th
Indianapolis, IN
Our Land Pavilion
Indiana State
Fairgrounds, 1202 East
38th Street
Cellular: 317-432-7626
At Reorder Tone Dial:
502-551-1866

May

2nd
Kansas City, KS
Wyandotte Co. Fairgrounds
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For information call
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at 515-774-8424

9th
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South Jersey Expo Center,
2323 Route 73
For information call
Rob
at 609-729-5371

16th
Columbus, OH
Buckeye Building
Ohio State Fairgrounds
17th Avenue & I-71
Cellular: 614-271-7626
At Reorder Tone Dial:
502-551-1866

All Auctions Begin At 10:00 a.m. Local Time

June

SPECIAL NOTICE

June 13th, Des Moines, IA auction has been

CANCELLED

Due to Scheduling Difficulties

Terms & Conditions

Acceptable Payment – Cash, Cashiers Check, Travelers Check, Personal or Company Check with Irrevocable Bank Letter of Guarantee, Visa, MasterCard or Discover.

4% Buyers Premium

4% Discount for payments in Cash, Cashiers Check, Travelers Check, Personal or Company Check with Irrevocable Bank Letter of Guarantee.

Applicable state and local sales taxes must be collected unless you provide a current copy of your Sales & Use Tax Permit.

Auction Information

- All auctions begin at 10 am local time.
- To consign games for sale: bring to the Auction site on the Friday before the auction between 9 am and 9 pm.
- Inspection: day of sale 9-10 am.
- Removal of all equipment by midnight day of sale.
- Please, no cigarette machines or candy machines older than two years.
- Phone numbers listed for auctions are for Friday and Saturday only.
- Contact Ric Stephen at 812-333-9939 for special hotel rates.

For further information contact:

Auctioneer: Bill Hughes
P.O. Box 4819 Louisville, Kentucky 40204
Phone: 502-451-6241

Sales Manager: Jeff Schwartz
502-456-1600
24 hr. Fax: 502-897-7771

Sales Manager: Ric Stephen
812-333-9939
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Sega GT Twin	$8,500
Wave Shark (Used)	9500
Thunder Hurricane new/used	Call
House of Dead New	$12,900+Frt.
House of Dead Used	12,000
House of Dead 29" New	8100+Frt.
House of Dead 29" Used	7200+Frt.
Alpine Surfer Used	11,000
Tokyo Wars (New)	14,500+Frt.
Tokyo Wars (Used)	10,000
Lucky & Wild (Used)	1900 (New Guns)
S.F. Rush	5000
Waverunner (dlx.)	12,000
House of the Dead 50"/29"	Call
Manx TT Twin	8000
Time Crisis 50"	6500
Time Crisis 27"	4700
Pitchers Duel	11,000
Aqua Jet	10,000
Alpine Racer 2 mini	8500
Alpine Racer 2 50"	11,000
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Police Trainer 33"	3500
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Outrunners	4800
Off Road Challenge (new)	5300
Prop Cycle	4000
Speed Up (Used Single)	3900
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Namco Classic 33"	2999
Golden Tee 97 33"	3200
S. Fighter 3 33"	2999
Maximum Force 39"	6000
Cybercycle (Used)	9500
Area 51 33" GAR Cab	3000
Virtua On	3000
Speed Up	3000

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S.F. EX	$1800
Maximum Force New	3000
Area 51 (ded.)	2200
Virtua Cop I	2500
Killer Instinct II (ded.)	1800
NFL Blitz	Call/New
Gem Fighter	$1800
Revolution X (2-player)	1600
Police Trainer	1900
Die Hard (Ded.)	1000

REDEMPTION

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Hoop It Up (Used)	3000
Sports Arena	Call
Noel LAX Rotary (4-pl.)	New/Special
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Alley Cats	1300
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Treasure Falls	Call
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Twister	Call
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Area 51 Duo Max Force	Call
Rival School	Call
Marvel Heroes vs Capcom (new)	Call
Surf Planet (new)	Call
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NFK Blitz	Special
SF 2nd Impact	Call
Vampire "B"	$300
Gem Fighter "B"	450
X-Men VS. S.F. "B"	450
Marvel Vs. X-Men	Call
Police Trainer	Call
Die Hard	Call
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Street Fighter 3	800
Alpha I	200
Alpha 2	250
Marvel Hero	250

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Pioneer CJV55 w/2-pl.	$1500
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Rock-Ola 4000	1500
Rock-Ola Rocket	Call
Rock-Ola Legend	Call
Rowe CD100-A, B, C, D, E	Call/Specials

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MegaTouch IV Countertop	$1600
Dynamo 7 ft. Pool Table	1200
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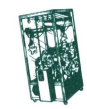

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	2	3	"Luis Miguel"	Romances
	3	1	"Marco Antonio Solis"	Marco
	4	9	"Mana"	Suenos Liquidos
	5	NEW	"Jose Luis Rodriguez"	Inolvidable
	6	7	"Jose Jose"	Tesoros
	7	5	"Enrique Iglesias"	Vivir
	8	4	"Los Mismos"	Te Llevas Mi Vida
	9	6	"Christian"	Lo Mejor De Mi
	10	NEW	"Jose Jose"	20 Exitos Vol. 2
REGIONAL MEXICAN	1	2	"Banda Arkangel R-15"	LA 4X4
	2	NEW	"Los Rieleros Del Norte"	En La Calle Te Dejo
	3	5	"Vicente Fernandez"	Estatua De Marfil
	4	NEW	"Banda El Recodo"	De Parranda
	5	3	"Ana Gabriel"	Con Un Mismo Corazon
	6	1	"Los Tigres Del Norte"	Asi Como Tu
	7	4	"Alejandro Fernandez"	Me Estoy Enamorando
	8	NEW	"Pepe Aguilar"	Exitos Con Banda
	9	NEW	"Banda El Limon"	Corridos Arrolladores!
	10	NEW	"Banda El Mexicano"	100% Mexicano
TEJANO	1	1	"Ramon Ayala"	En Las Alas De Un Angel
	2	2	"Los Angeles Azules"	Inolvidables
	3	5	"Los Terribles Del Norte"	El Ultimo Paso
	4	4	"Conjunto Primavera"	De Nueva a Tu Lado
	5	NEW	"Emilio"	A Mi Gente
	6	8	"Eddie Gonzalez"	Mi Charchina
	7	7	"Bobby Pulido"	Llegaste A Mi Vida
	8	NEW	"Jaime Y Los Chamacos"	Fanaticos
	9	NEW	"David Lee Garza"	Tejano Class
	10	10	"Fama"	Sin Duda
TROPICAL	1	NEW	"Sonora Dinamita"	Escandalo
	2	8	"Ilegales"	Rebotando
	3	1	"Olga Tanon"	Llevame Contigo
	4	4	"Compilation"	Merenexitos
	5	5	"Jerry Rivera"	Ya No Soy El Nino Aquel
	6	NEW	"Gisselle"	Quiero Estar Contigo
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APRIL 27-MAY 2

Team Dart XIII, AMOA-NDA Championship, Riviera Hotel & Casino, Las Vegas, Nev. Call (800)808-9884; fax (317) 387-0999.

APRIL 30-MAY 2

National Bulk Vendors Association Annual Convention and Trade Show. Hotel Del Coronado, Coronado, Calif. Call (312)621-1400.

MAY 15-16

ICMOA Trade Show and Annual Meeting, Renaissance Springfield Hotel, Springfield, Ill. Call Terry Stevenson, (630)369-2406; fax (630)369-2488.

MAY 21-30

18th VNEA International Championships, Riviera Hotel & Casino, Las Vegas, Nev. Call (800)544-1346.

MAY 29-30

BullShooter XIII World Challenge of Champions, Hyatt Regency O'Hare, Chicago, Ill. Contact Arachnid, (800)435-8319.

JUNE 18-20

WAMO Convention and Trade Show, Fox Hills Resort and Conference Center, Mishicot, Wis. Contact Maxine O'Brien, (608)836-6090; fax (608)836-3890.

JULY 17-19

8th VNEA International Junior Championships, Sioux City, Iowa. Call (800)544-1346.

SEPTEMBER 17-19

AMOA International Expo '98, Opryland Hotel, Nashville, Tenn. Call (312)245-1021; fax (312)245-1085.

OCTOBER 8-10

18th Annual Waterpark Symposium and Trade Show, Orlando, Fla. Call Patty Miller, (913)599-0300; fax (913)599-0520.

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